PROFITABLE SODA FOUNTAIN OPERATION

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This is a booklet which you are sure to find of tremendous value in meeting the daily questions and problems of soda fountain operation. The information presented here has been gathered from all sections of the country and is based on the varied experiences of thousands of fountain operators. It is offered for the guidance of all who serve at the fountain — from the owner to the newest and least experienced employee.

PUBLISHED BY THE COCA-COLA COMPANY AS A SERVICE TO THE AMERICAN SODA FOUNTAIN

1. PERSONNEL
2. OPERATION
3. MERCHANDISING
4. DISPENSERS

This copy of "Profitable Soda Fountain Operation"
has been presented to:

Mr. & Mrs. Little

on 4/3 19 51

as an aid to a better and a more profitable
soda fountain operation.

Carl Scott

Representing

THE COCA-COLA COMPANY

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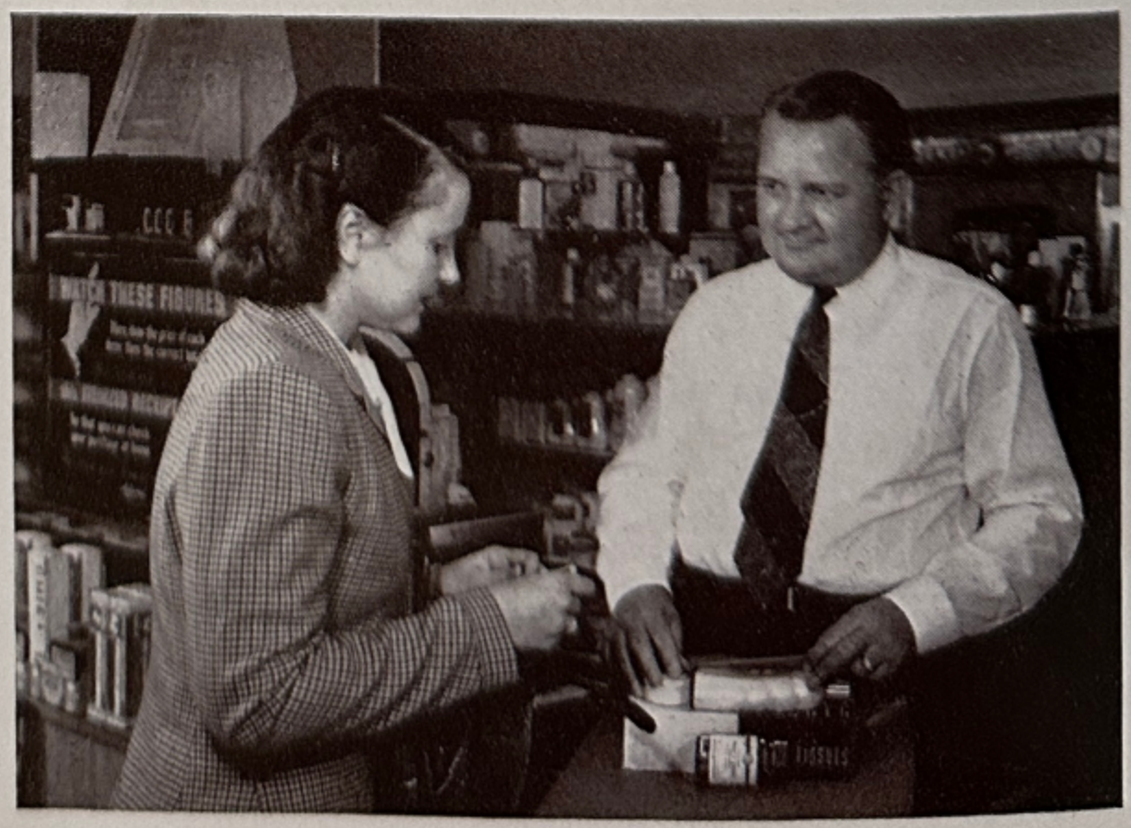
It pays . . .
to push the fountain

The fountain leads in store traffic . . .

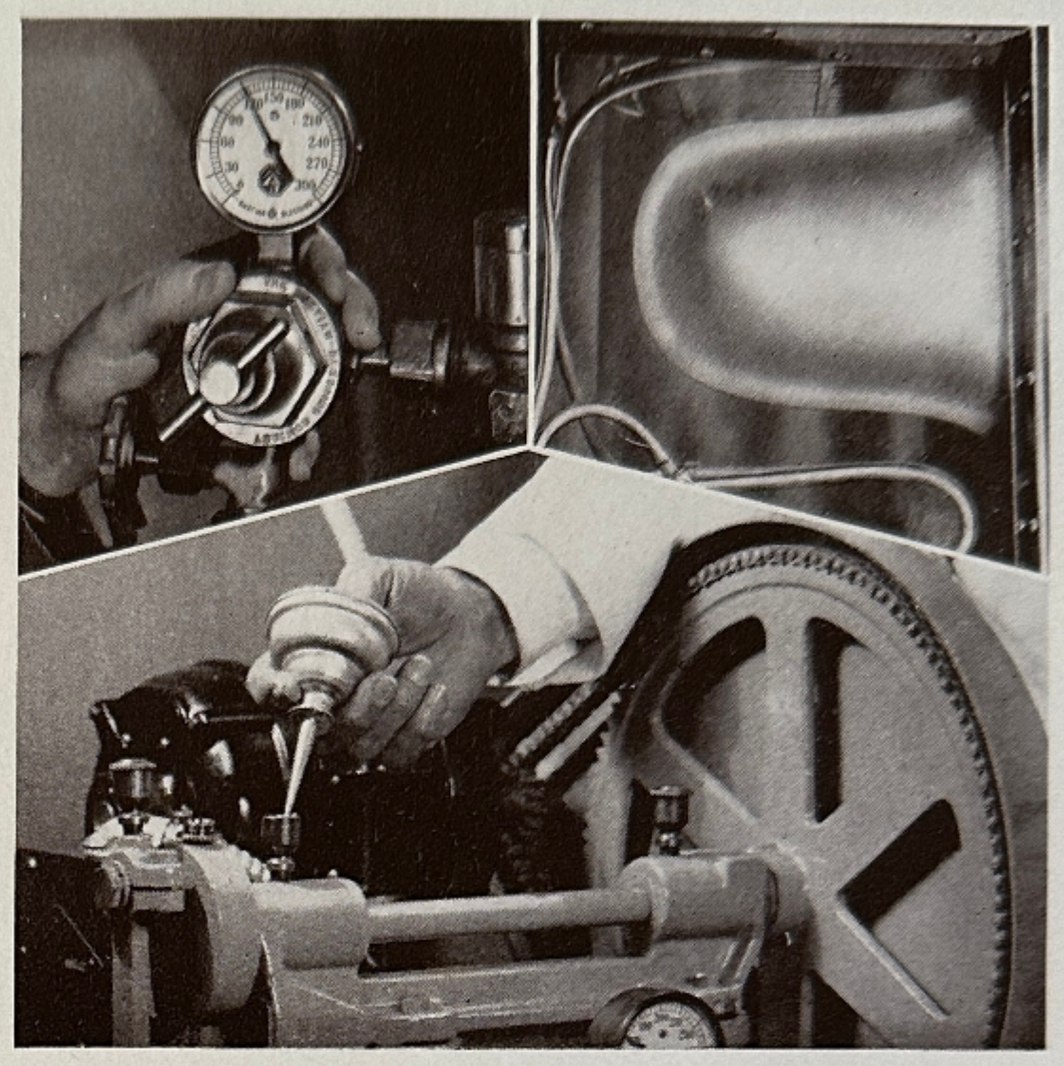
The fountain leads in profit . . .

The fountain leads in the creation of secondary sales.



Three Proved Principles Increase Fountain Sales and Profits

1 Careful Selection and Training of Sales People



2 Proper Operation and Care of Fountain Equipment

3 Complete Merchandising of the Soda Fountain

Plans, ideas, and suggestions on these three vital principles are given in detail. These suggestions will help you to increase your fountain sales and profits. They are equally helpful to the experienced fountain operator or the newest attendant and should be thoroughly studied by all fountain personnel.

PERSONNEL
–Selection

Selecting Fountain Personnel

Careful selection is the first step. There is no other way to build a sales organization capable of increasing your fountain sales. Careful selection helps reduce labor costs through more efficient operation and a lower turnover of fountain personnel. In selecting applicants, many operators look for these characteristics:

1. *Personal Appearance*

Does the applicant

—dress neatly?
—present a wholesome appearance?
—give an impression of good health and cleanliness?

2. *Pleasant Expression and Voice*

A pleasant expression and a pleasing voice are assets which immediately register favorably with your customers.

3. *Courteous and Genial Disposition*

Fountain attendants are sales people. They should have the qualities of sales people. The ability to win friends and build a following of loyal customers helps increase sales.

4. *Honesty and Sincerity*

These qualities are of prime importance. They determine the maintenance of long-term customer relationships and influence the good will of the general public. They also assure the protection of your business, profits, and property.

5. *Ambition*

Applicant should

—have aims for the future and an urge to improve and develop;
—have a sense of pride in a job well done;
—have ambition in keeping with the real possibilities of the situation.

6. *Enthusiasm*

Applicant should have the enthusiasm and personality

—to make friends readily;
—to carry conviction in his sales efforts;
—to carry assignments to a quick completion without constant supervision.

Remember these selection factors when you interview applicants. When you get a positive reaction on a majority of the above points, you have greatly improved your chances of selecting the right person for the sales job. You will save the time, expense, and headaches of trying to train people not suited for fountain sales work.

The training program which follows has been put in pamphlet form so that fountain attendants can study it at their convenience. Pamphlets can be secured from your Coca-Cola salesman or by writing to the Fountain Sales Department, The Coca-Cola Company, P. O. Drawer 1734, Atlanta 1, Georgia. These pamphlets are supplied in reasonable numbers without charge.

These 16 Basic Steps Lead to Courteous Service at Your Fountain

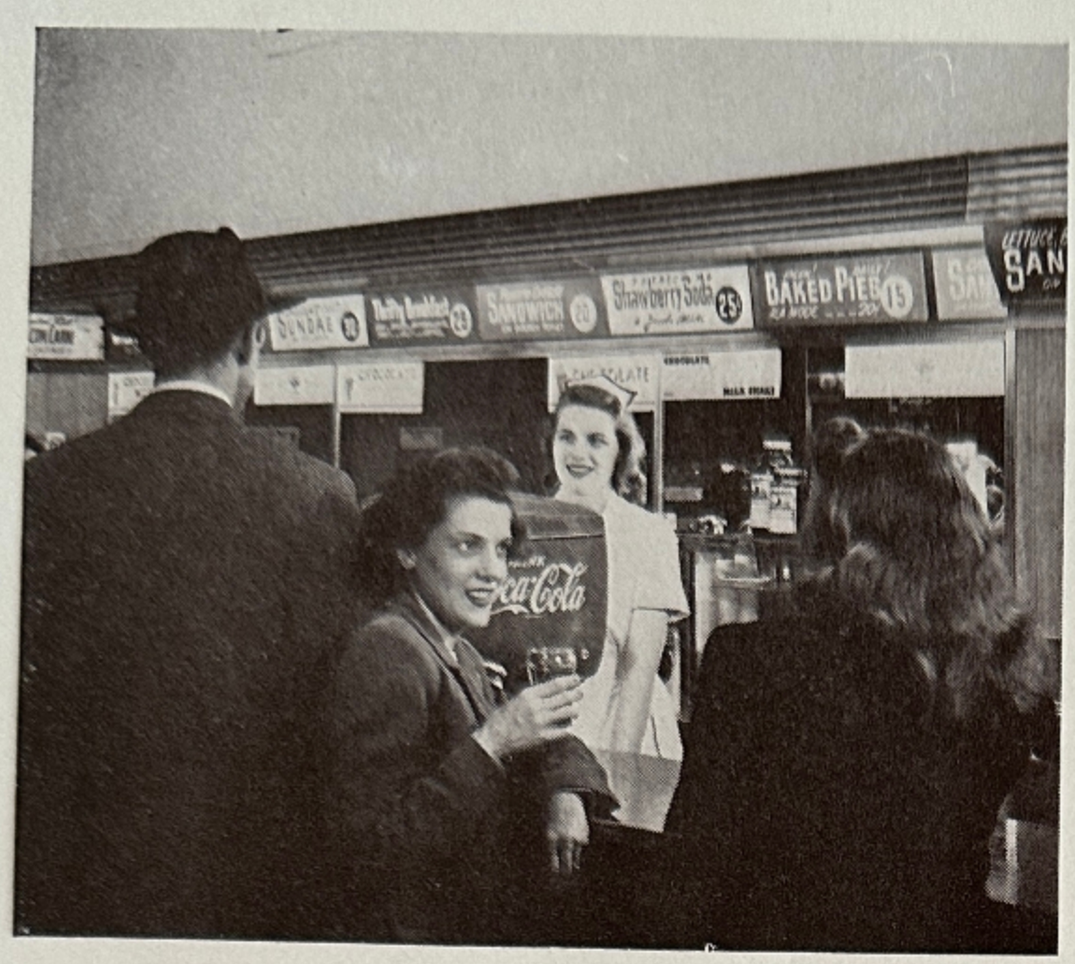
Service that pleases customers builds fountain sales to new high levels. The following guide is addressed directly to the new fountain attendant. But everybody who serves at your soda fountain can benefit by studying the text and illustrations in this guide.

1. Be Alert

As a fountain sales person, you have checked your personal appearance. Your uniform is crisp and fresh. Your face, hands, and hair are well groomed. You are ready for your first customer. It's a big part of your job to welcome the customer. Be alert so that you can see customers approaching, and be ready to greet them with a pleasant smile.

2. Greet The Customer

Customers like to know that you know they are there. So greet them with a cordial "Good morning—may I serve you please?" or "Good afternoon—may I take your order?" Remember, people buy satisfaction as well as merchandise. A courteous, pleasant beginning often results in increased sales and new customers for the fountain and for the whole store.

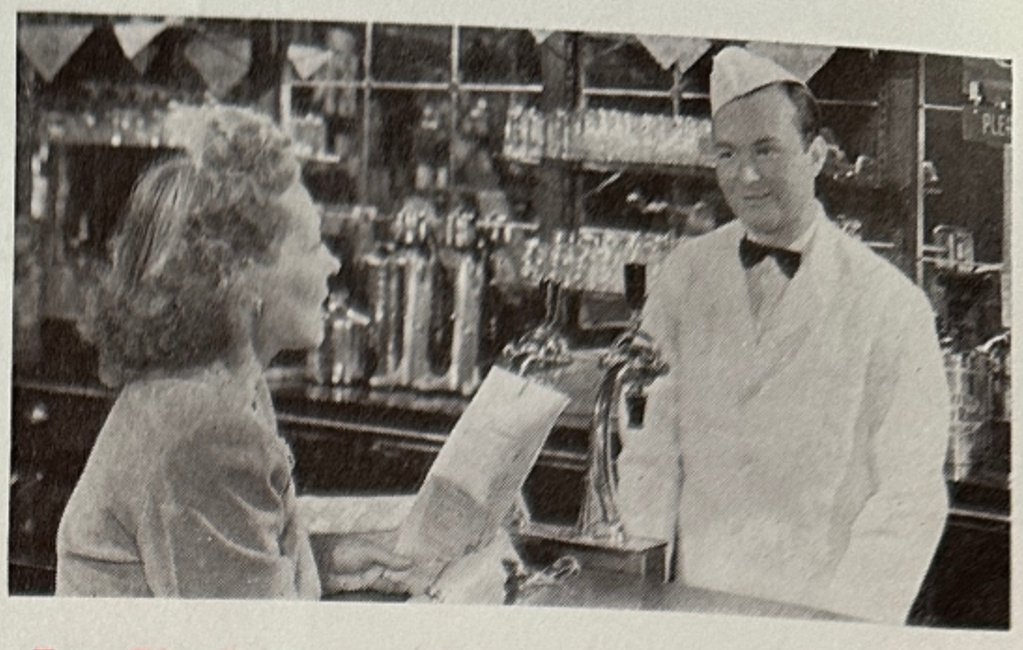


3. Acknowledge Customer's Presence

If a customer steps up to the counter while you are busy serving someone else, acknowledge his presence with a nod of your head and a pleasant smile. Then, when you are able to wait on him, say something like this, "Sorry to keep you waiting," or "Thank you for waiting—may I serve you now?" This offsets the annoyance of waiting.

4. Show Interest in Customer

A word to the customer now and then to let him know that you appreciate his business is often desirable. It means a lot to the customer to be recognized and to realize you are interested. Of course, you can't carry on a conversation with every customer. However, a short personal greeting frequently goes a long way toward building customer good will.

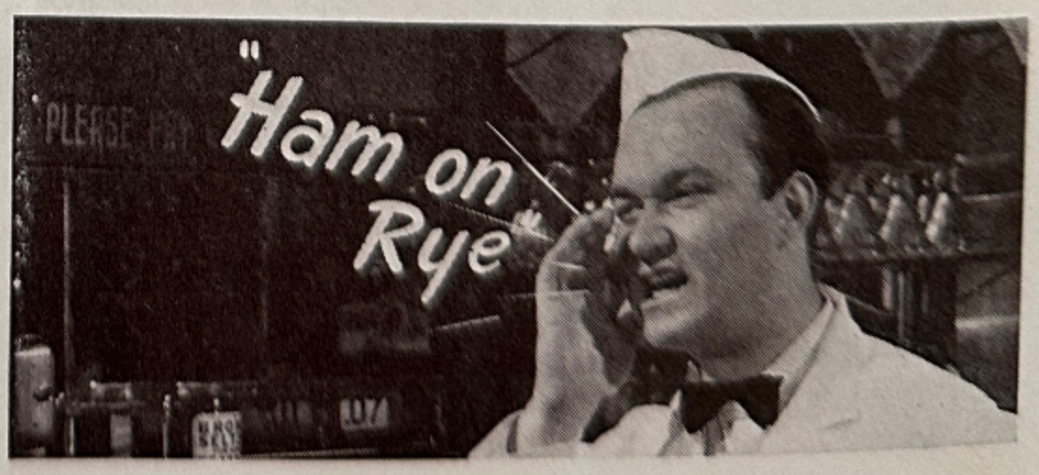


5. Understand the Order

Be sure you understand the order before you attempt to fill it. Then you don't have to lose time and waste material changing the order later.

6. Suggest Related Items

When a customer asks "What's good?"—be specific. Name the day's specialty or most popular item. With a sandwich or a plate special, suggest a beverage. When the customer is nearly finished with his main order, suggest that he have dessert. If he orders pastry, suggest ice cream to go with it. If he orders ice cream, ask "Would you like a piece of cake, too?" People appreciate a friendly interest in their wants. The result is increased sales and steady customers.

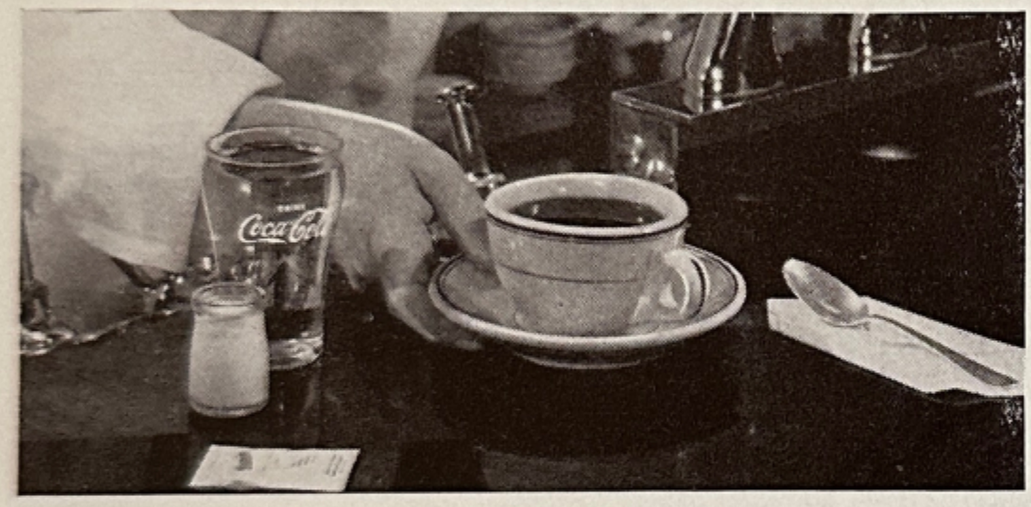


7. Transmit Orders Quietly

When you have to transmit an order, do so quietly. People resent having their selections yelled out for all in the store to hear.

8. Serve a Group at One Time

When people come in together or sit together, they want to eat together. So take their orders and serve them at the same time. Prompt service to all pleases people and frees table, booth or counter space for the next group of customers.

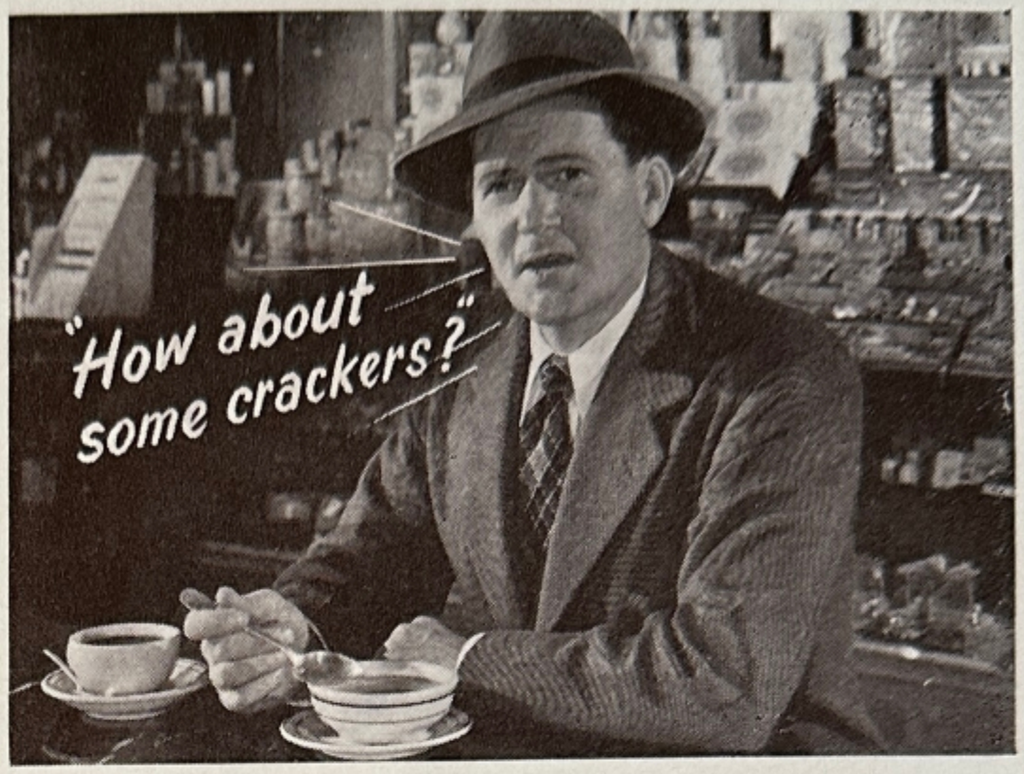


9. Serve Beverages Carefully

Serve all beverages *inside* the cup or glass. Leave a little space at the top. Customers dislike drinks served with the contents running over or where it is impossible to consume the beverage without spilling. Always be sure to keep fingers outside and well below drinking area.

10. Serve Beverage With Order

Make it a rule to serve the beverage with food order—unless the customer instructs otherwise. This allows the customer to enjoy both together.



11. Anticipate Customer's Needs

Customers like to have their needs anticipated. They appreciate getting crackers with soup. They want the right silverware and the necessary condiments, such as salt, pepper, sugar and sauces. Customers don't like to feel neglected. They shouldn't have to remind you of their needs. Your customers are your guests—treat them as guests.

12. Double Check Every Check

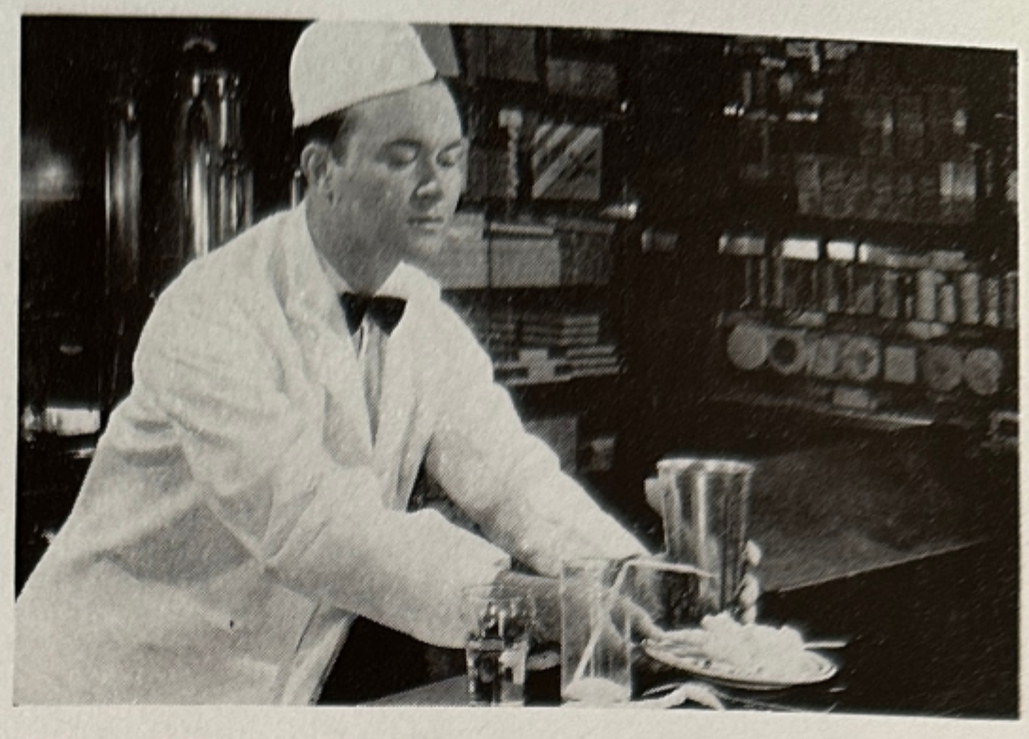
Make it a point never to guess at prices. Always look at the menu and make sure if there is any doubt in your mind. In this way you will avoid either overcharging the customer or causing your store to lose money.

13. Thank Customer

When you finish serving the customer, thank him and give him the check. People hate to wait. Waiting for a check is particularly annoying. It may destroy all the good will created by a pleasant greeting and prompt courteous service.

14. Handle Complaints Tactfully

Listen with respectful attention to any complaint a customer may make. Keep quiet. Let the customer talk and "get it off his chest." Don't argue. Satisfy him immediately within the limits of the store's policy, or call the manager and explain the situation yourself in the customer's presence. Be fair—or more than fair. Remember, there's no profit in winning an argument and losing a customer. Abide by the settlement as cheerfully as if nothing had happened.



15. Clean Up

Always make sure that each new customer finds a clean, appetizing, and inviting counter or table. As soon as a customer leaves, remove all used glasses, dishes, silverware and napkins. See that the table or counter slab is carefully wiped and perfectly dry. Nothing loses customers as quickly as sticky surfaces that soil clothes.

16. Make Friends for the Store

You, and you alone, can make the place where you work a friendly store, a popular store—one that people like to come back to. You are not just a cog in a machine. You are a salesman employed in your employer's most important department. The soda fountain is a permanent and ever-growing business. There is a bright and prosperous future in it—for those who do a good job.

GOOD WILL BUILDERS

Personal Appearance **Pleasant Expression**
Friendly Voice **Enthusiasm**
Interest in Customer

Proper Dispensing Adds the Customer-Appeal of Taste and Quality to all Carbonated Beverages

Proper dispensing is the final step which makes all your investment in soda fountain equipment and materials pay out. Here is the correct way to dispense many of the drinks you serve at the fountain. Coca-Cola is used as an example, but the same principles apply to carbonated beverages of all kinds.

1. Always use a clean, thin-blown glass—and preferably the standard glass for Coca-Cola.

2. Use a full measure of syrup—one-sixth the maximum content of the standard glass.

3. Add one standard scoop of finely-chipped ice. Avoid lump ice and ice like snow.

4. Draw off the warm water standing in the draft arm and carbonated water line.

5. Let water glide gently down side of glass held at an angle close to the nozzle.

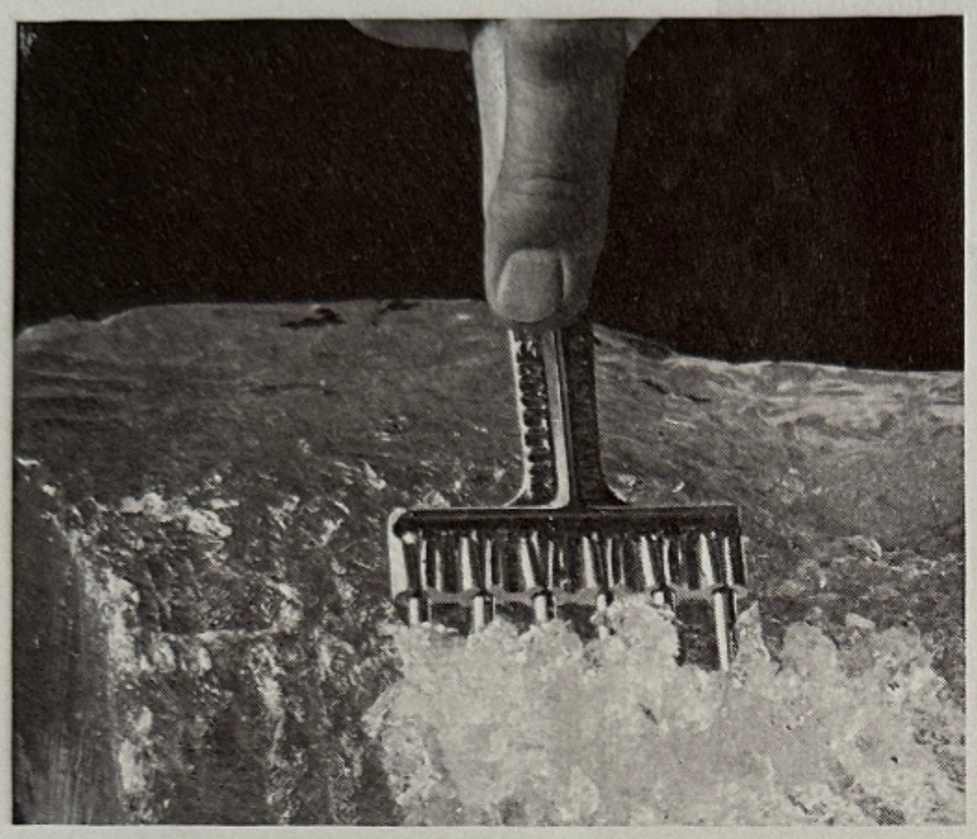
6. Leave a quarter-inch serving level so that the drink will not overflow and spill.

7. Mix with spoon—using 4 or 5 gentle upward strokes. Avoid over-stirring.

8. Serve with a smile.

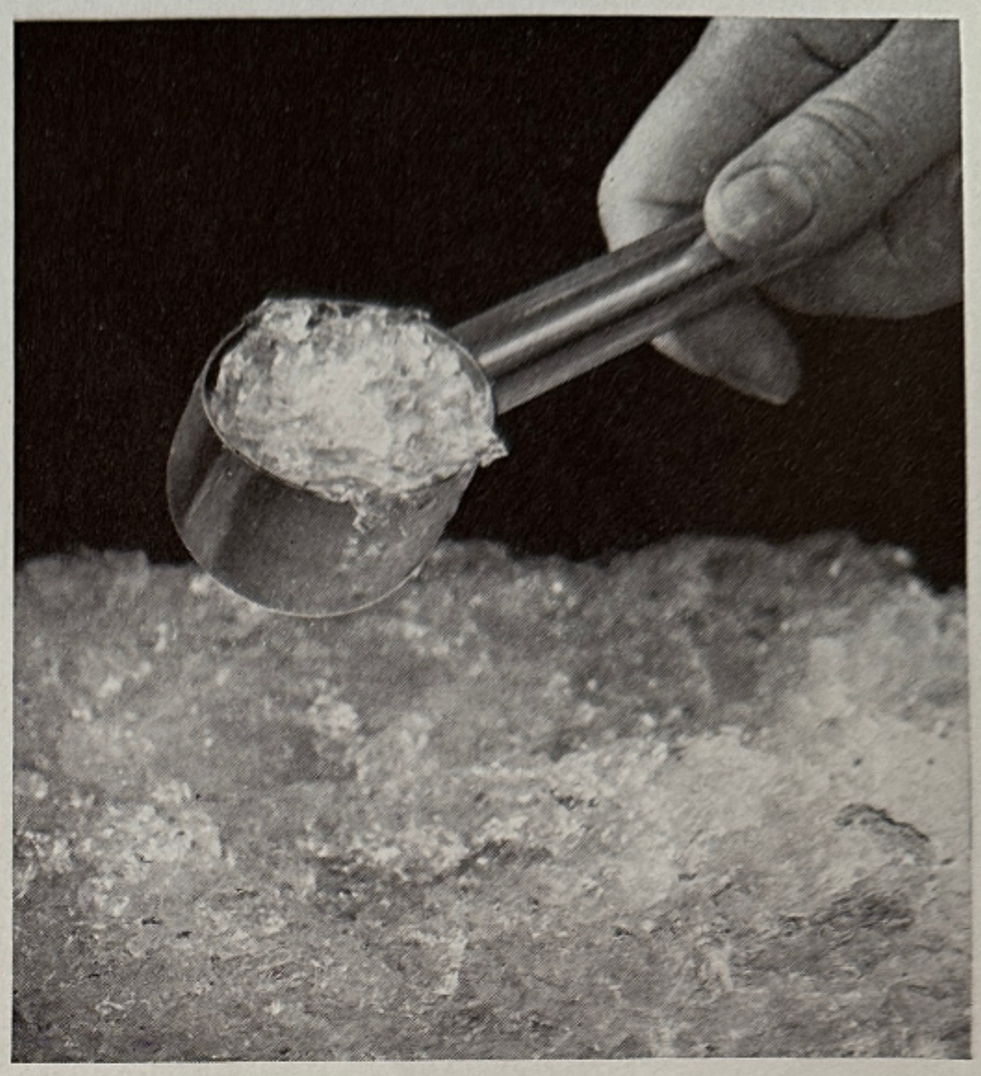
Proper Dispensing Calls for the Right Amount of Finely-Chipped Ice

Here are two items of auxiliary equipment which are a great help in the dispensing of quality drinks at the soda fountain. One chips ice to the right size for fountain drinks. The other accurately measures the right amount of ice.



The Six-Pronged Chipper

— Chips ice just right for use at the fountain. Not too fine . . . not too large. Easy to use and works fast. A necessity at every fountain.



The Non-Corrosive Ice Scoop

— Measures ice just right. Not too much . . . not too little for each glass of Coca-Cola you serve.

Chipper and Scoop are negligible in cost. Your wholesaler has them.

Your Stock of Coca-Cola Syrup Deserves this Care

Every package of Coca-Cola Syrup represents an important investment of your money. Protect this investment by following these simple rules.

1. Buy Your Supply of Syrup Weekly

Weekly buying reduces hazards of storage . . . helps you maintain your standards of quality . . . and makes more money for you through rapid turnover on a small investment.

2. Store Your Supply of Syrup Properly

Store syrup in coolest place possible. Avoid the furnace, radiators, the hot water heater, and all hot water lines.

3. Always Pre-chill the "Next Gallon"

Pre-chill at least one gallon of syrup in the dry cold compartment of the fountain for refilling syrup jars or Dispenser. By doing this, you avoid serving warm drinks.

4. Use Earliest Dated Syrup First

Rotate your syrup by always using oldest stock first. This practice protects the bouquet and distinctive flavor of Coca-Cola. It helps you serve drinks of uniform quality. Cartons are marked to show manufacturing date. Look for the date on every carton.

OPERATION–Housekeeping

Make CLEANLINESS the Keynote at Your Fountain

1. Clean Up and Wipe all Tables and Counters Promptly

Pick up used glasses, dishes, silverware and napkins immediately after a customer leaves. This provides an appetizing and inviting table or counter for the next patron. It is the secret of always having a clean, sparkling fountain.

2. Keep Counters and Tables Clean and Dry

Be sure to wipe counters and table tops clean and dry after you have removed all soiled dishes. Nothing loses customers as quickly as sticky tables or counters that stain clothes.

3. Keep Sinks, Workboards and Drainboards Neat and Orderly

Customers can see most of your fountain operation. Remember, there is appetite-appeal in what the eyes see. To make your fountain appealing, keep sinks, workboards and drainboards free from soiled dishes, glasses, and dirty dish water.

Clean up as you go and you make the job easier. Also, you will find that you save time.

Sales depend on what people see as well as on quality and service. If your fountain looks clean, spotless, and inviting, customers are favorably impressed. They will keep coming back. Here are three simple housekeeping suggestions. If followed consistently, they will help give your fountain customer-appeal.

FOUNTAIN HOUSEKEEPING TIPS:

—**Remove used dishes and glassware after each customer . . .**

—**Be sure to wipe counters and table tops clean and dry . . .**

—**Keep sinks, workboards and drainboards cleared for action.**

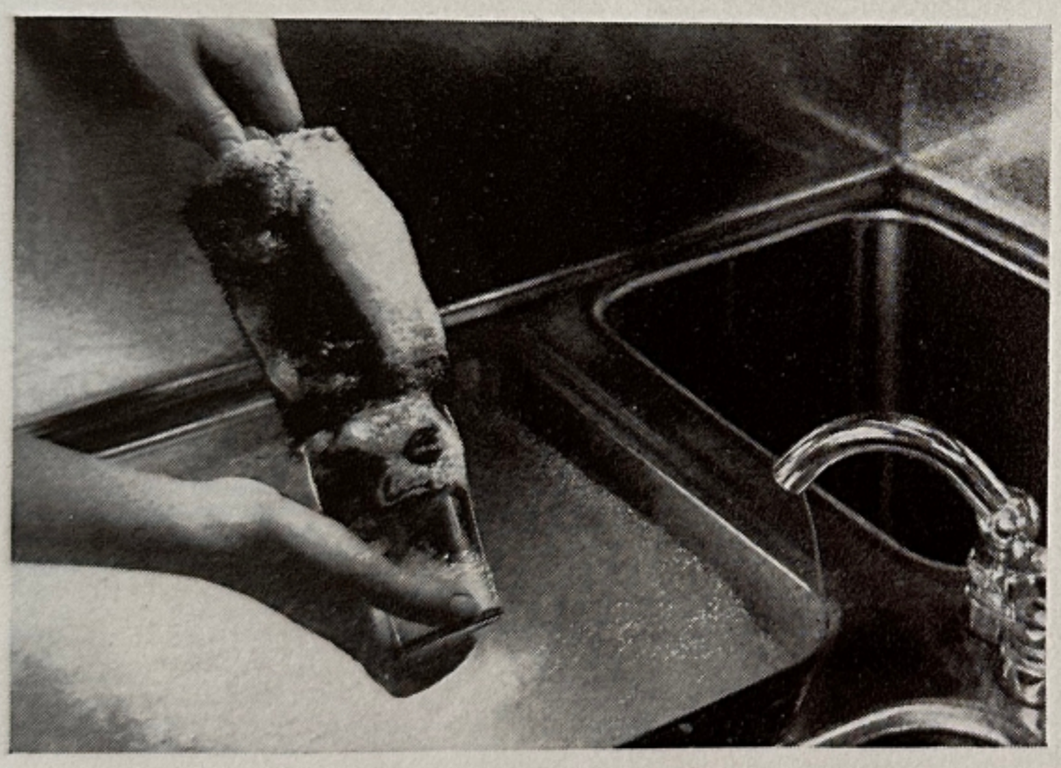
OPERATION—
Washing Glassware

CLEAN . . . SANITARY . . . SPARKLING GLASSWARE—

a fundamental requirement for continued success in soda fountain operation.

You will find below a sound method for cleaning glassware. Remember, however, regulations vary in different states and even in different cities within a state. Contact your local Department of Public Health to determine what the requirements are.

1. WASH



Wash glasses in warm water, using soap and a stiff brush. Change the water frequently.

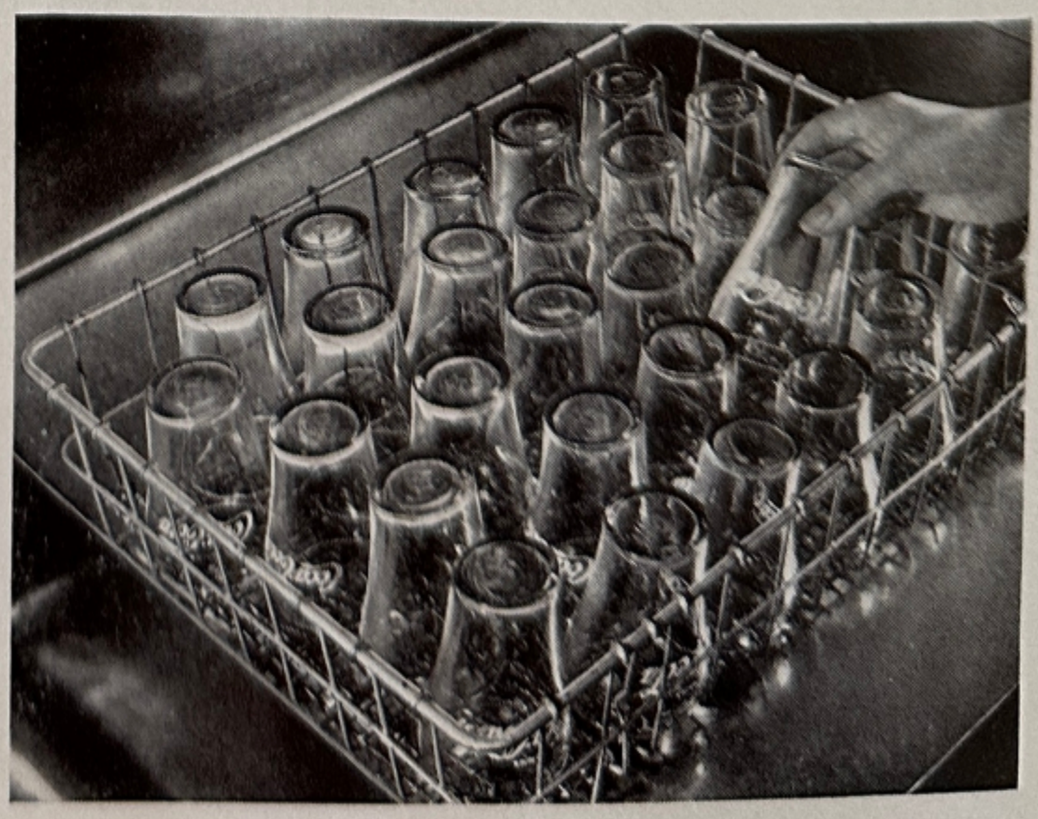
2. RINSE

Rinse glasses thoroughly in clear, running water.

3. DIP

Dip glasses in a chlorine solution or a sanitizer approved by your local health authorities. A good solution can be made by adding one teaspoonful of any of the commercial laundry bleaches to one gallon of water. Scalding water (180° F. or more) may be used instead of the chlorine solution if the glasses are immersed for 1 minute or more.

4. DRAIN



Drain glasses for 1 minute or more. Do not wipe.

Improperly washed glasses *repel customers*

These two glasses have not been thoroughly washed. The dull appearance in the empty glass indicates the presence of grease or butterfat. When grease or butterfat is present, gas bubbles form. The result is always reduced carbonation, unappetizing appearance, and a flat taste.

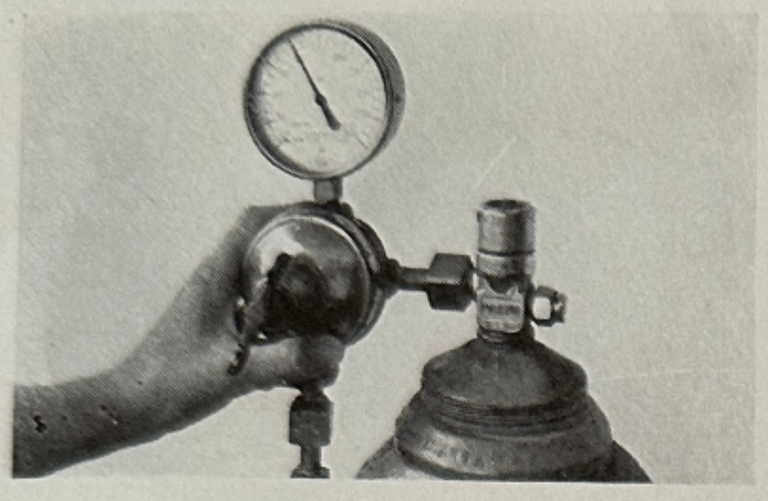
Properly washed glasess *build business*

These sparkling glasses have been properly washed. A drink served in a clean glass has no tell-tale gas bubbles. There is no grease, no butterfat to liberate carbonation. The drink looks appetizing . . . it tastes appetizing . . . it *is* appetizing.

A Practical WORK Schedule for Your Fountain

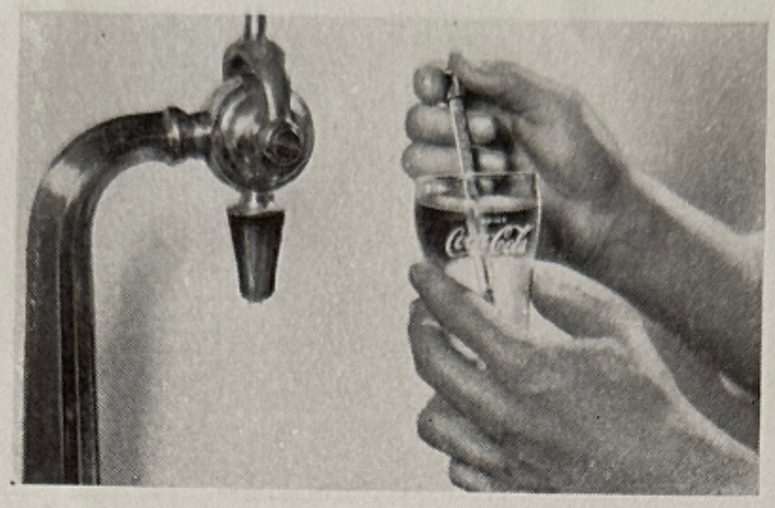
On this and the following two pages, you will find an illustrated work schedule for the soda fountain. The assignment of each job to fountain personnel results in a smooth and efficient operation.

OPENING JOBS



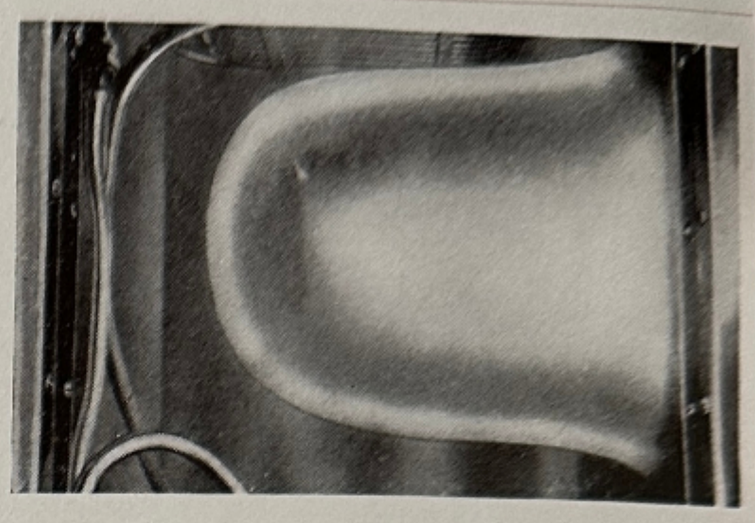
1. Check CO_2 gas (if gauge reads 120 pounds, supply is ample for day).

Assigned_____



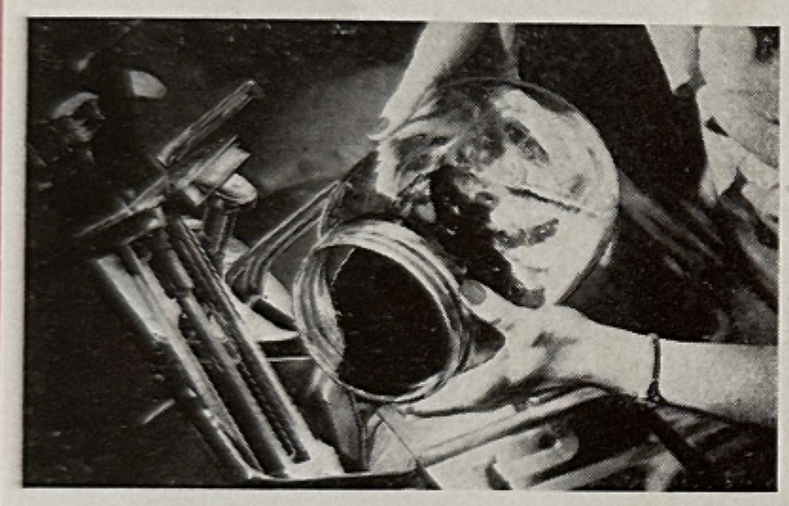
2. Test carbonated water — temperature should register 38° or lower.

Assigned_____



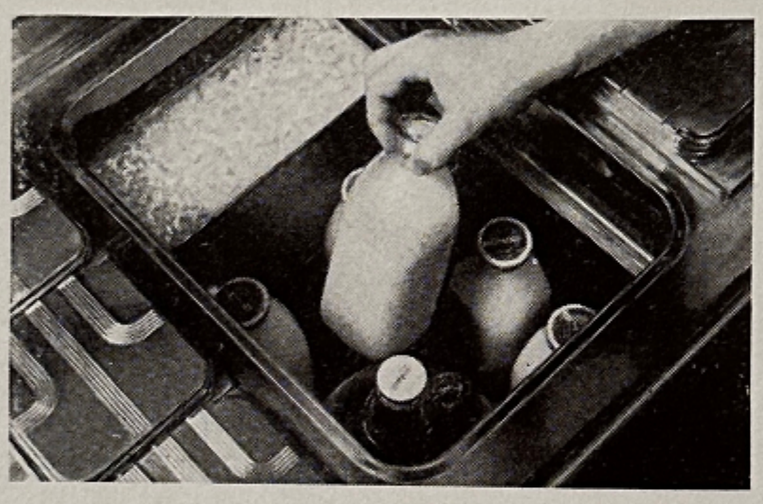
3. Check ice formation in cooler box. Should be 2 inches thick.

Assigned_____



4. Fill and replace chocolate jar.

Assigned_____

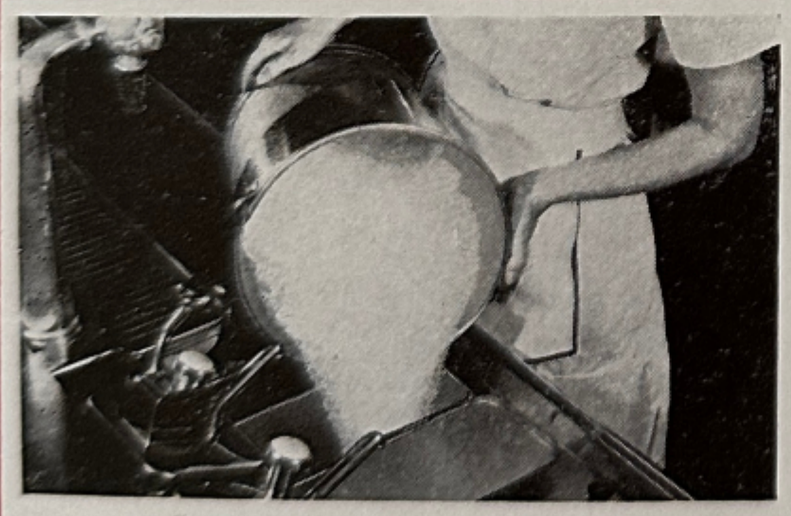


5. Check milk, whipped cream, and ice cream supply.

Assigned_____

6. Ice the fountain dispenser and check its syrup supply.

Assigned_____



7. Arrange for supply of chipped ice. Check linen, towels, uniforms, aprons, etc.

Assigned_____

8. Check and arrange supplies needed during day in dry cold and storage compartments.

Assigned_____

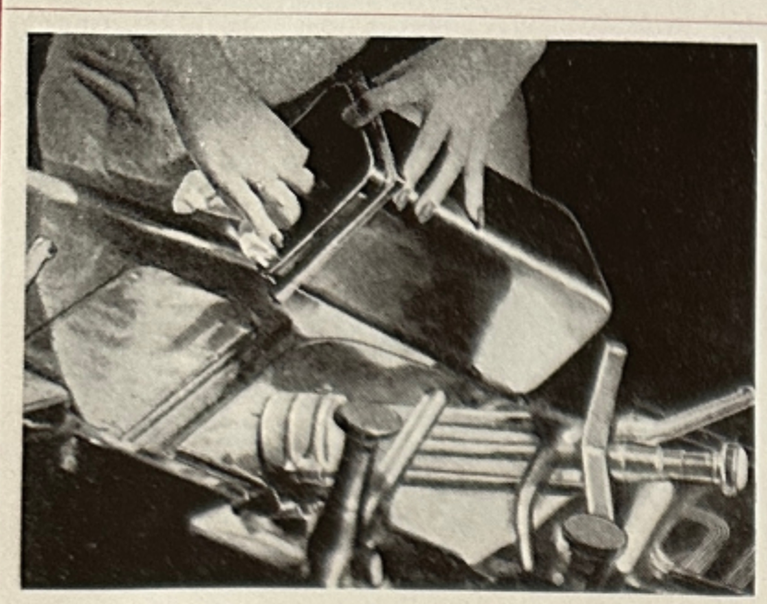
9. Wash with soap and warm water: Counter slab and base, backbar slab, tables, workboard, drainboard, cabinet tops, drip plates.

Assigned_____

10. Note here other opening instructions and assignments such as cleaning steam and salad tables, checking condiment supplies, and arranging displays:

Job	Assigned	Job	Assigned

CLOSING JOBS

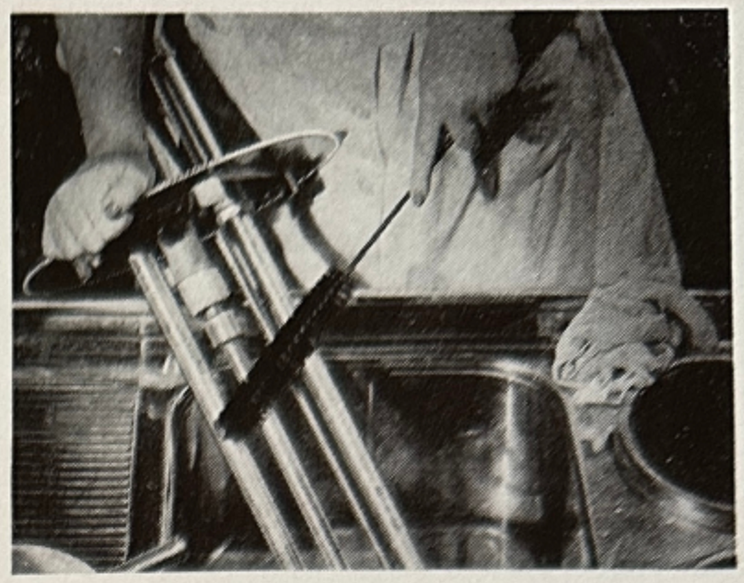


1. Check contents of all syrup jars. Wash and refill those that do not contain a supply sufficient to fill next day's needs.

Assigned _____

2. Remove chocolate syrup from jar and place in refrigerator. Wash jar and pump but do not refill until the following morning.

Assigned _____



3. If milk pump is used, remove milk and place in refrigerator. Wash and scald pump and milk can and place on counter to dry.

Assigned _____

4. Clean tops of fruit jars with towel dipped in hot water.

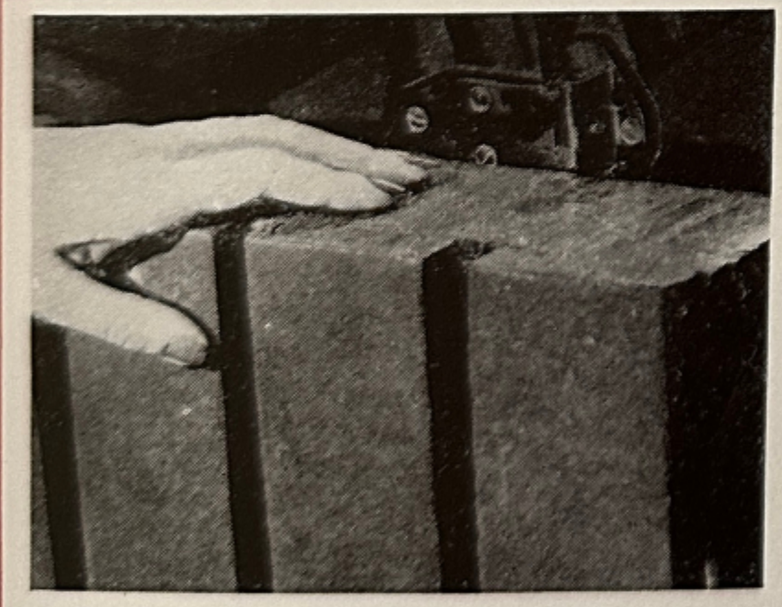
Assigned _____

5. Check silverware. Polish and wash if needed; wipe thoroughly dry.

Assigned _____

6. Scour refuse chute, glass rinser and disher vats.

Assigned _____



7. Clean floor and rack or mat on floor behind fountain. Set racks or mats in open to dry.

Assigned _____

8. Check draft arms for leaks. Remove and clean nozzles. Clean nozzle of fountain dispenser.

Assigned _____

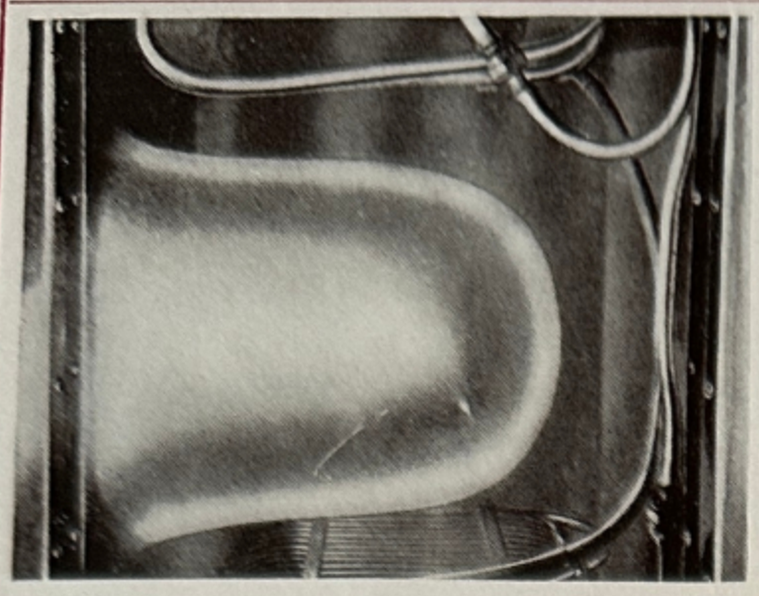
9. Fill fountain dispenser with syrup. Wipe dispenser body clean and bright.

Assigned _____

10. Note here other closing instructions and assignments such as turning off coffee urns, fudge warmers and other similar equipment.

Job	Assigned	Job	Assigned

WEEKLY JOBS

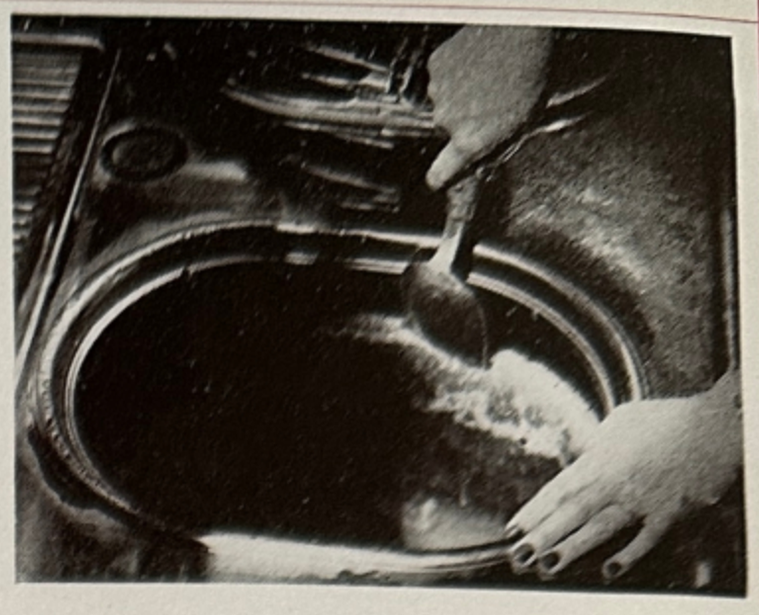


1. Change water bath in cooler box. Thoroughly clean box and coils at least every other week.

Assigned .....

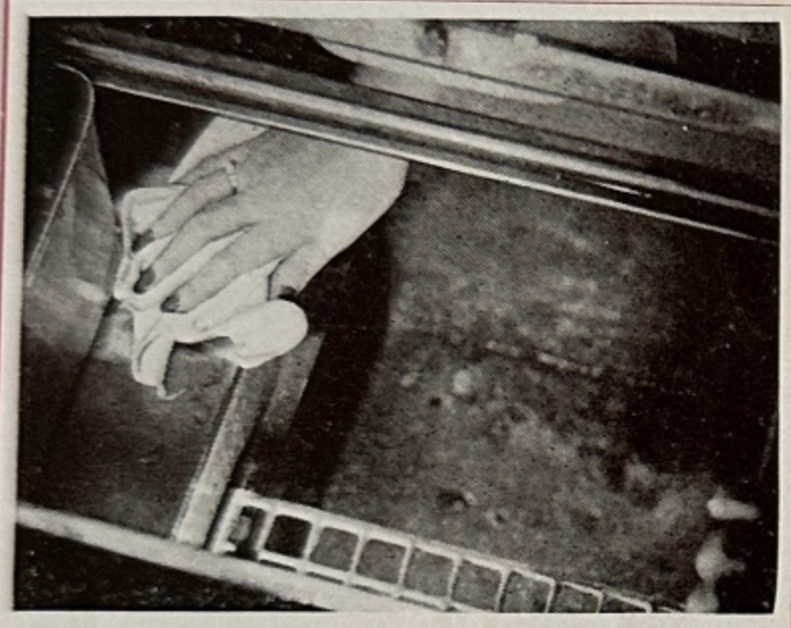
2. Remove each lid of ice cream cabinets. Scour underside of lids with soap and water.

Assigned .....



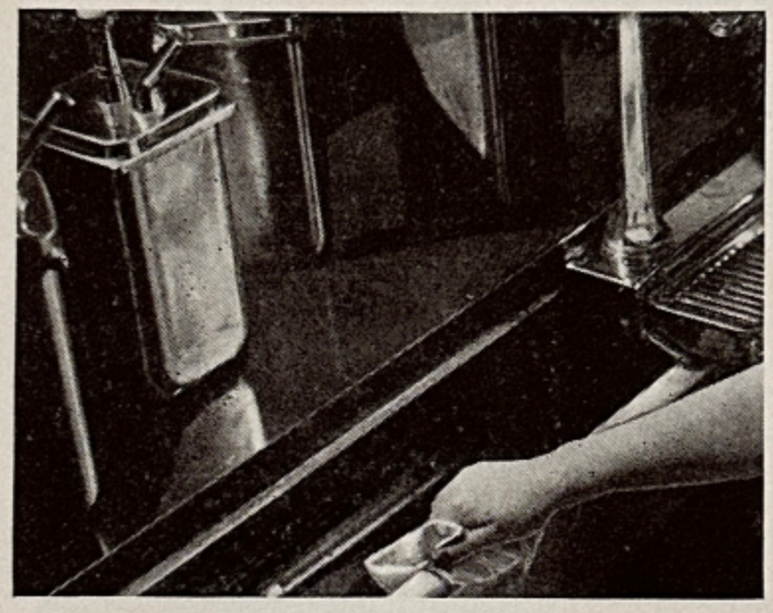
3. Defrost ice cream sleeves. Use only a spatula, ice cream spade, or other blunt instrument.

Assigned .....



4. Clean dry cold and storage compartments thoroughly with soda and warm water.

Assigned .....



5. Remove syrup jars. Clean syrup rail with towel dipped in soapy hot water. Rinse with cold water.

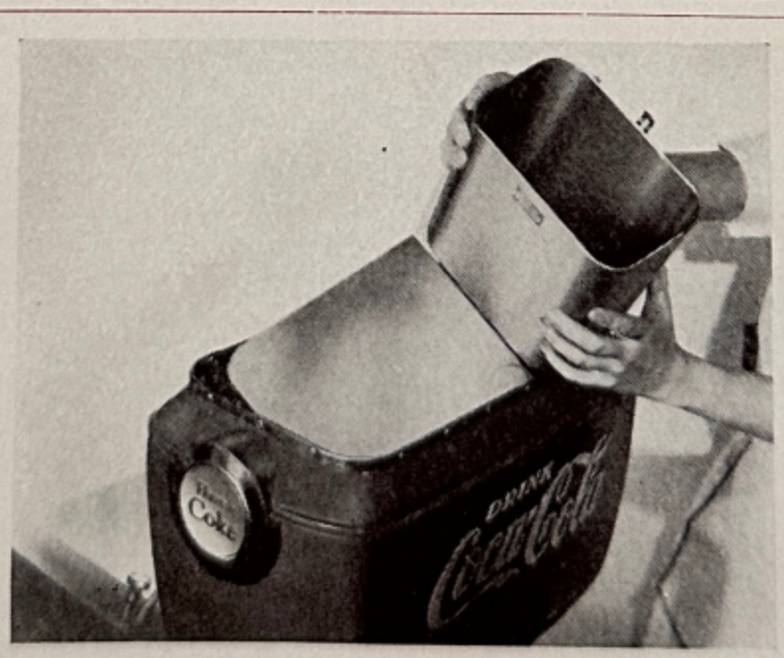
Assigned .....

6. Cleanse syrup pumps by pumping hot soapy water through them. Rinse thoroughly and dry.

Assigned .....

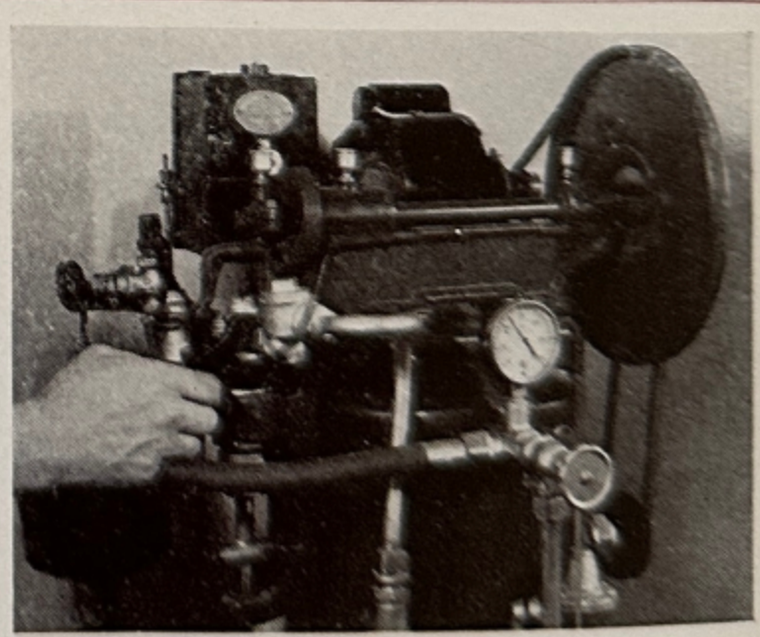
7. Polish all silverware with silver polish. Then wash thoroughly, rinse, and dry.

Assigned .....



8. Clean fountain dispenser. (See Page 40 or Page 42 for complete instructions).

Assigned .....



9. Check carbonator for leaks. (See Page 25 for instructions.)

Assigned .....

10. Note other weekly instructions and assignments here.

Job	Assigned	Job	Assigned

COLD DRINKS build fountain volume

Two conditions must be maintained in order to bind and hold carbonic acid gas in water. They are: (1) Pressure and (2) Adequate Refrigeration.

In a soda fountain, pressure—supplied by the gas drum and present throughout the system right to the draft arm—keeps the water carbonated.

Without adequate refrigeration, however, carbonation escapes rapidly after the water leaves the draft arm and is no longer under pressure. As a result, the fountain will fail in its primary objective—to serve cold, carbonated drinks of quality.

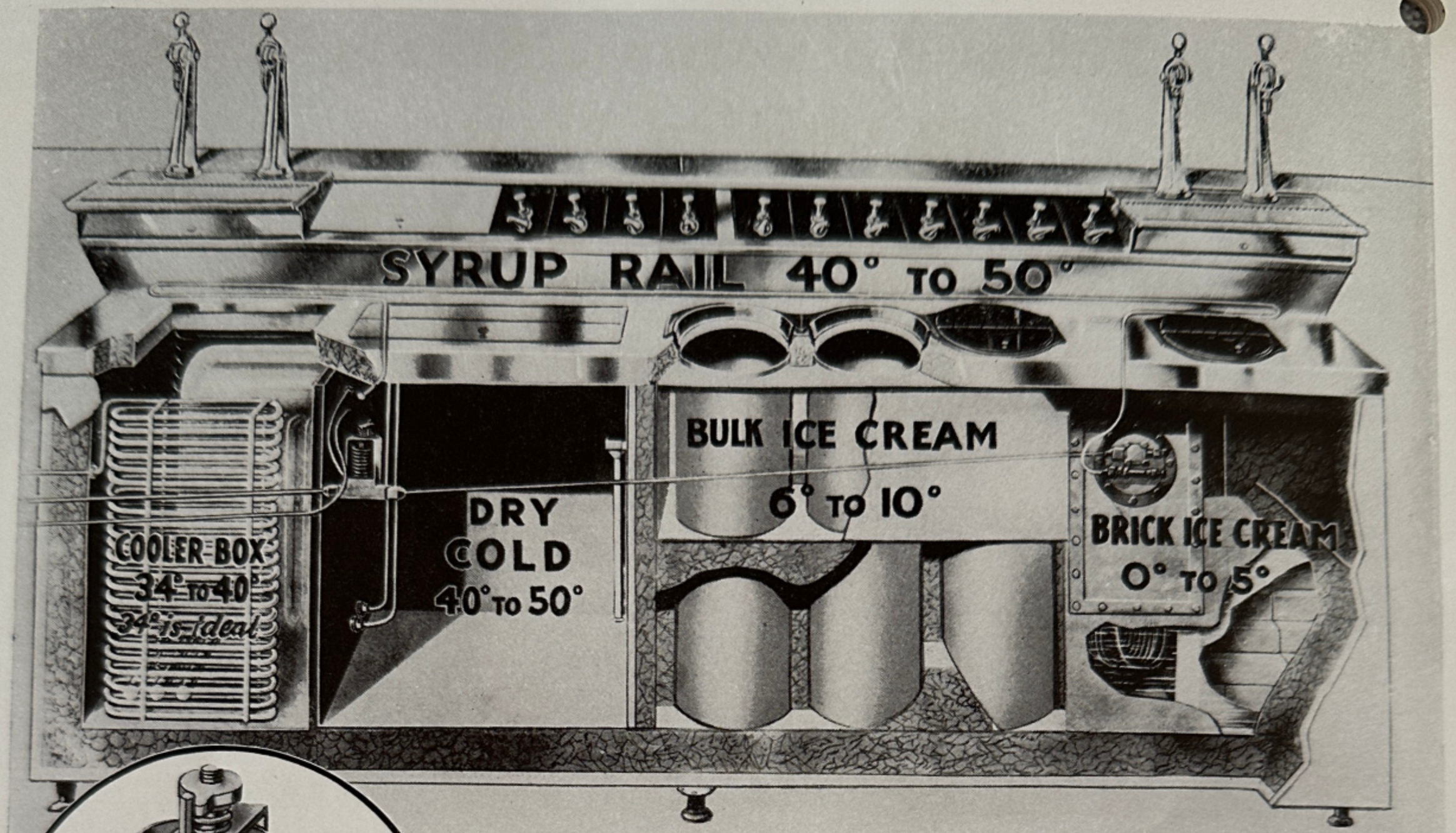
This chart clearly shows that carbonation in draft-arm drinks goes down as temperature goes up. In other words: the colder the water, the greater the carbonation. Hence, for sparkling, tingling, properly carbonated drinks at your fountain be sure that proper, efficient refrigeration makes and keeps your carbonated water ice cold.

It is impossible to serve *quality* drinks without proper refrigeration. A drink at 50° is like a prescription filled with only 75% of one important ingredient.

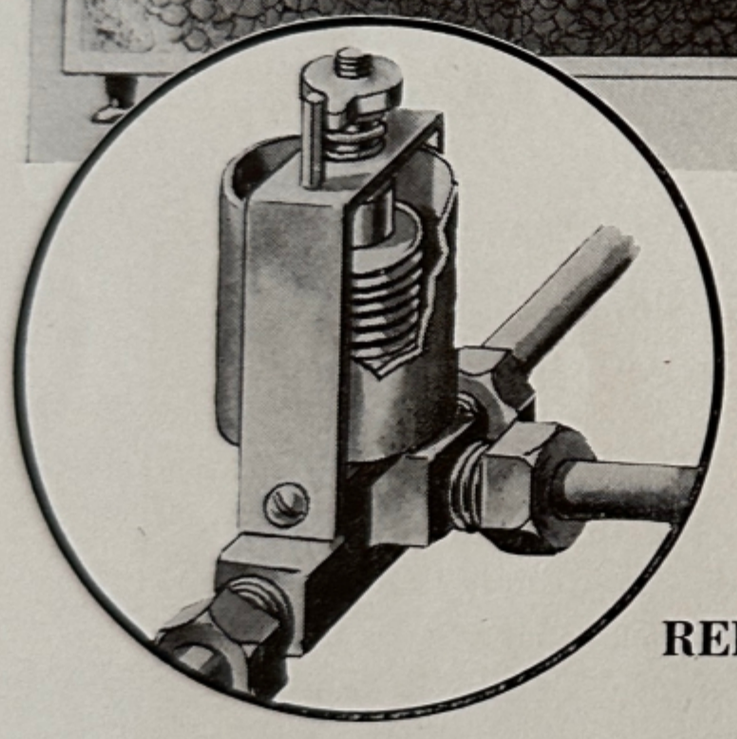
Quality goes down as temperature goes up

The figures below indicate how carbonation tends to decrease as the temperature of draft-arm drinks goes up. Anything that reduces carbonation lowers quality. Hence, correct refrigeration is one essential of quality products at every soda fountain.

Temperature of Drink	Carbonation	Loss of Carbonation
36°	100%	0
38°	96%	4%
40°	92%	8%
42°	88%	12%
44°	84%	16%
46°	81%	19%
48°	78%	22%
50°	75%	25%
52°	72%	28%
54°	69%	31%



FOUNTAIN REFRIGERATION GUIDE. Shown here are the proper temperature ranges for the various compartments of the soda fountain. Check temperatures frequently to make sure that your refrigeration system is functioning satisfactorily.



REFRIGERATION CONTROL

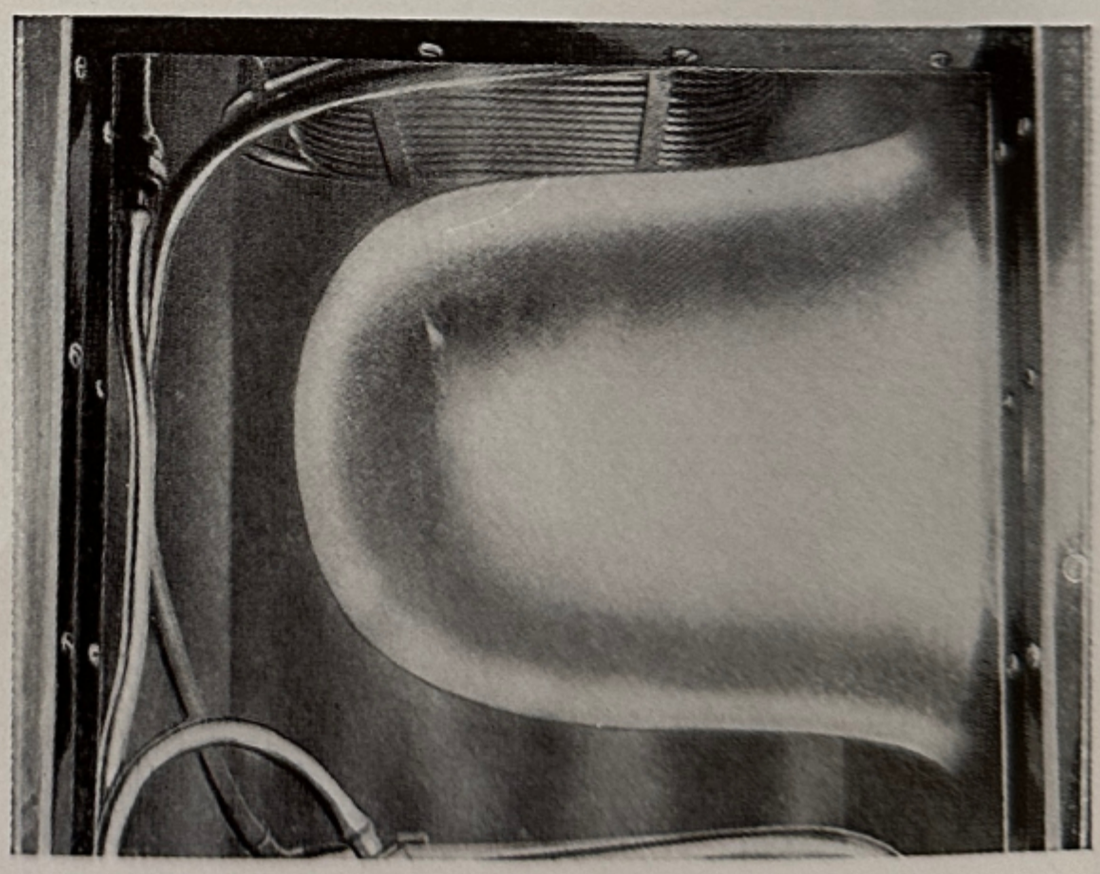
The valve shown above controls refrigeration of carbonated and plain water. It is generally located in the dry cold compartment of the fountain.

Adjustments of this valve should be made in quarter turns only—clockwise for "more ice" and counter-clockwise for "less ice".

Never turn this valve beyond the stop pin. If this adjustment is not sufficient, consult your refrigeration service man.

OTHER REFRIGERATION SYSTEMS

There are several other types of refrigeration systems —such as the Liquid Cold Stream and the CW2X Water Cooler. Usually, they are automatically controlled by a self-contained thermostat. In these systems, all necessary adjustments should be made only by a competent refrigeration serviceman.



PROPER ICE FORMATION. In the cooler box, shown above in a down-shot photograph, the ice formation on the boiler should be about two inches thick, and the water bath should be kept sweet and clean. For efficient refrigeration, this bath should be drained and changed at least every two weeks. Also, the compartment walls and the coils should be well scrubbed.

Fountain Volume Starts with Chilled Syrup

The chart at the right shows the temperatures of finished drinks which result from the combination of syrup and carbonated water at various temperatures.

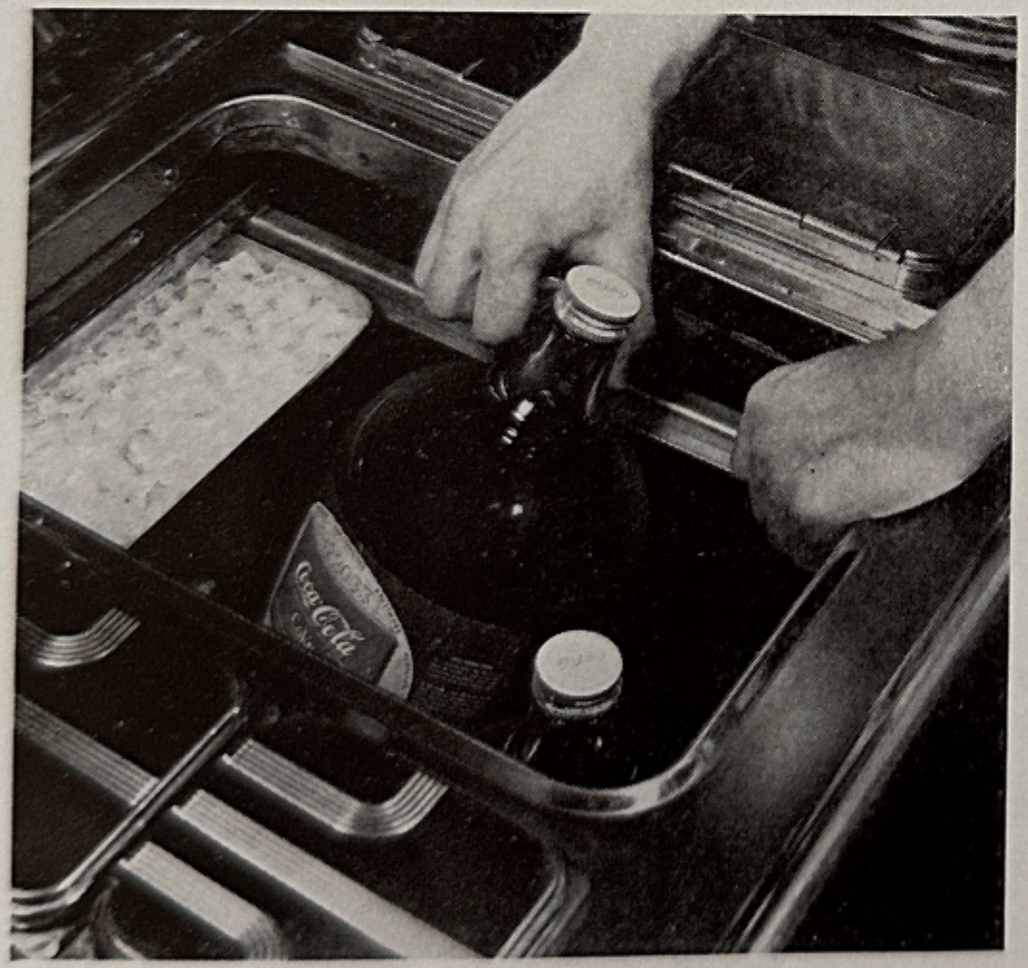
One ounce of syrup and five ounces of carbonated water—each at the temperatures indicated—were used to establish drink temperatures. Room temperature during the tests was 86.6°.

To determine what temperature a finished drink will be, follow the temperature of the syrup horizontally until you come to the column for the existing temperature of the carbonated water. For example: with syrup at 70° and carbonated water at 40°, the temperature of the finished drink is 47.6°.

Only the drink temperatures in red figures are correct for a quality drink.

TEMPERATURES OF FINISHED DRINKS

TEMPERATURE OF SYRUP	TEMPERATURE OF CARBONATED WATER 34	36	38	40	42	44	46	48	50
36	**37.3**	**38.9**	40.5	42.1	43.7	45.3	46.9	48.5	50.0
38	**37.8**	**39.3**	40.9	42.5	44.0	45.6	47.2	48.8	50.3
40	**38.2**	**39.7**	41.3	42.8	44.4	46.0	47.5	49.1	50.7
42	**38.5**	40.1	41.6	43.2	44.8	46.3	47.9	49.4	50.9
44	**38.9**	40.5	42.0	43.6	45.1	46.7	48.2	49.8	51.3
46	**39.3**	40.9	42.4	44.0	45.5	47.1	48.6	50.1	51.7
48	**39.8**	41.3	42.9	44.4	45.9	47.4	49.0	50.5	52.0
50	40.2	41.8	43.3	44.8	46.3	47.8	49.3	50.8	52.4
55	41.0	42.5	44.0	45.5	47.0	48.5	50.0	51.5	53.0
60	41.7	43.2	44.7	46.2	47.7	49.2	50.6	52.1	53.6
65	42.5	44.0	45.4	46.9	48.4	49.8	51.3	52.7	54.2
70	43.2	44.7	46.1	47.6	49.0	50.5	51.9	53.3	54.8
75	44.0	45.4	46.9	48.3	49.7	51.1	52.5	54.0	55.4
80	44.7	46.1	47.5	48.9	50.4	51.8	53.2	54.6	56.0



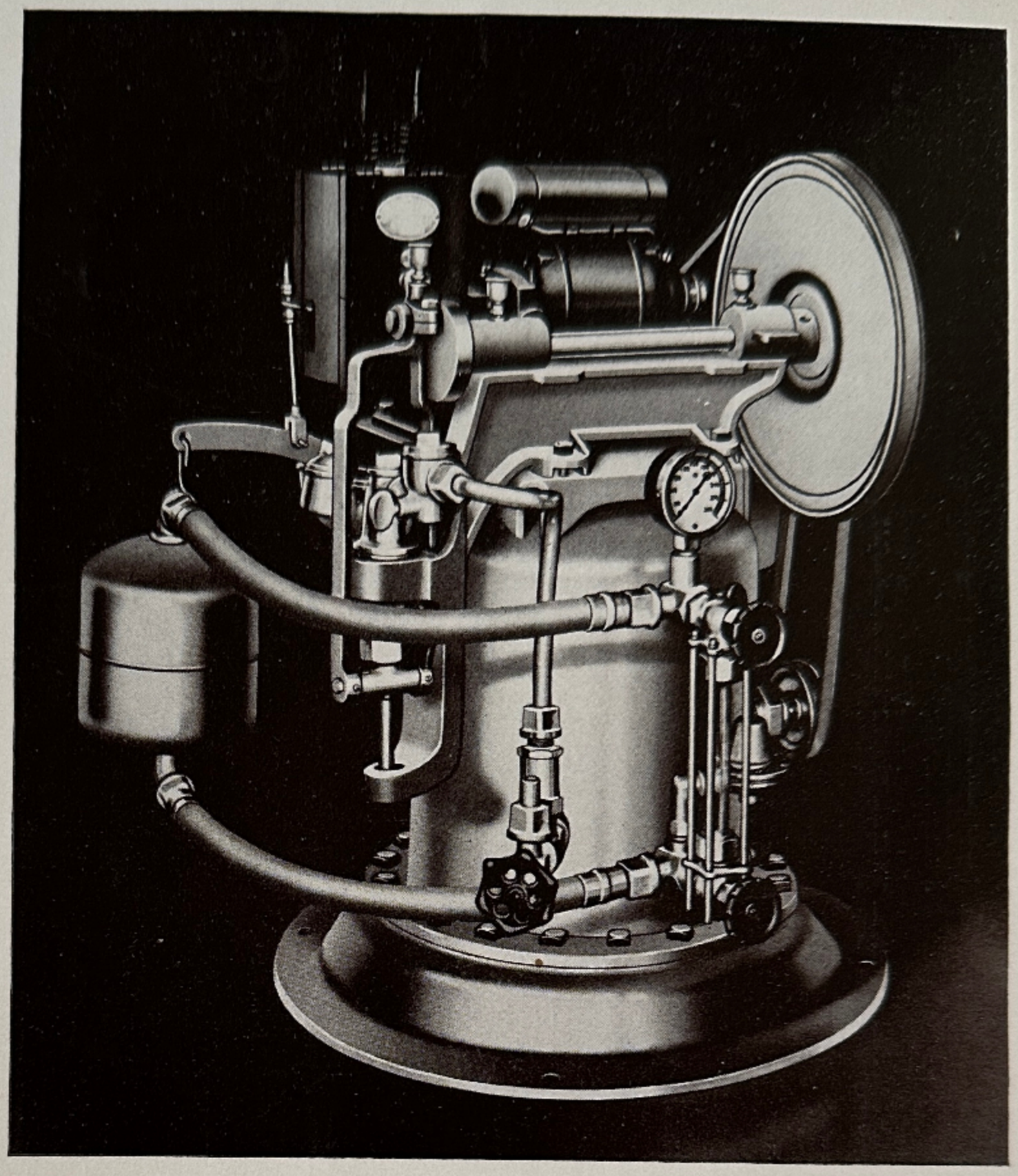
Pre-cool Coca-Cola Syrup in Dry Cold Compartment

Keep Coca-Cola and other fast-moving syrups like chocolate ready for use in the dry cold compartment of the fountain. This reduces the load or demand on the refrigerating system of the fountain and the Dispenser. The "next gallon" should always be pre-cooled.

Refrigerating the Syrup Jars

Most fountains provide a means of refrigerating the syrup jars in the syrup rail. Jars should be removed at least once a week, and jar and enclosure thoroughly cleaned with a towel dipped in soapy water. This aids in maintaining the efficiency of the refrigeration and, of course, protects syrup.

OPERATION
–Carbonation



CARBONATION

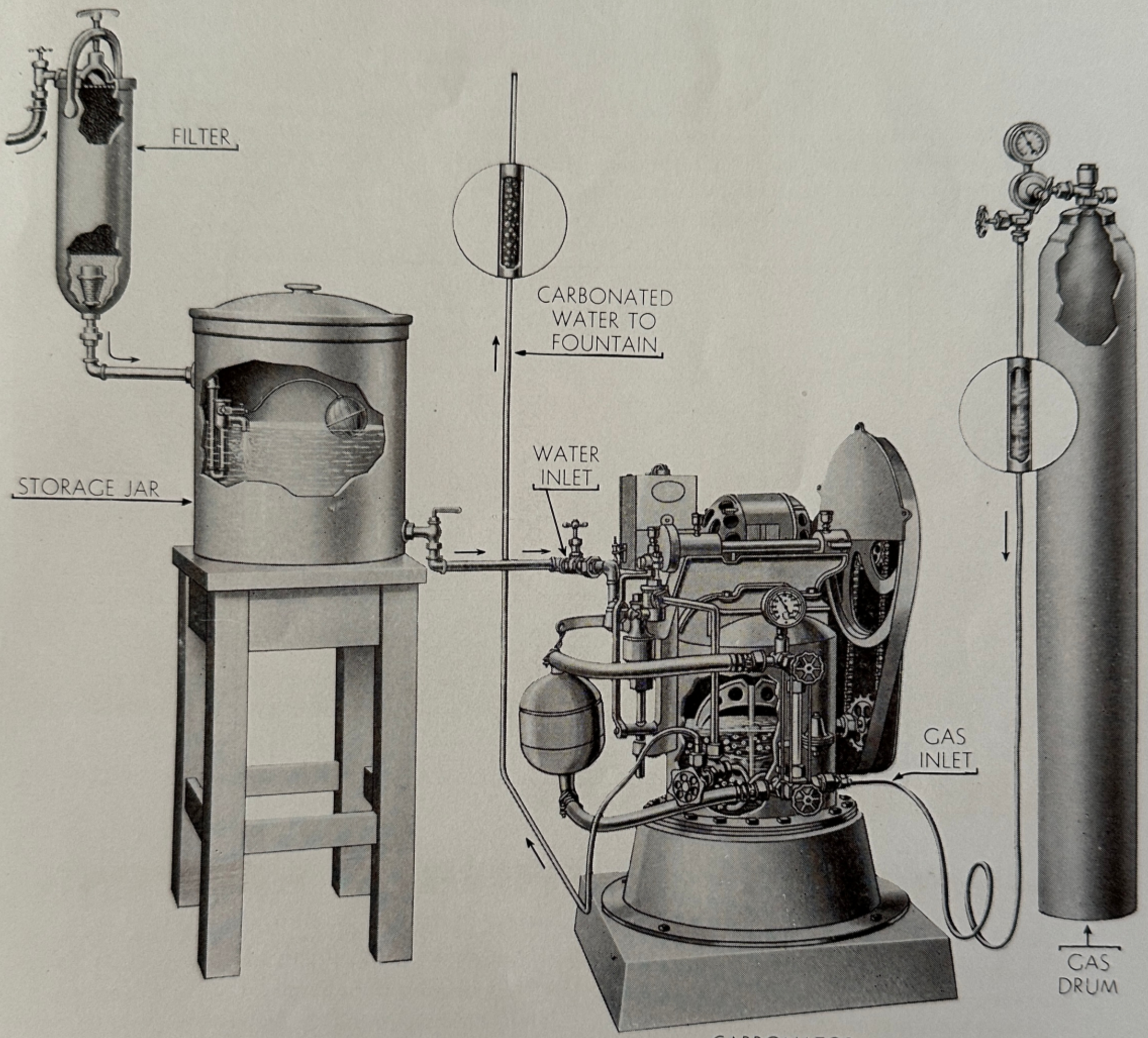
–secret of fountain success

Most of the cold drinks served at your fountain are carbonated. Therefore, nothing is more important to the successful operation of your fountain than cold, properly-carbonated water to make drinks sparkling, full-flavored and fully satisfying in quality.

Water is carbonated by combining it with carbonic acid gas (CO_2). This is done in a sealed chamber by forcing gas under pressure into the water. The colder the water, the more easily it absorbs gas, and the longer it retains the charge.

The carbonator is a relatively simple machine to operate. With a little attention and proper care, it will give years of satisfactory service. The following practical suggestions on the care and operation of the carbonator will contribute much to the service of excellent carbonated water at your fountain. At the same time, they will add greatly to the life of the equipment.

IDEAL CARBONATOR INSTALLATION



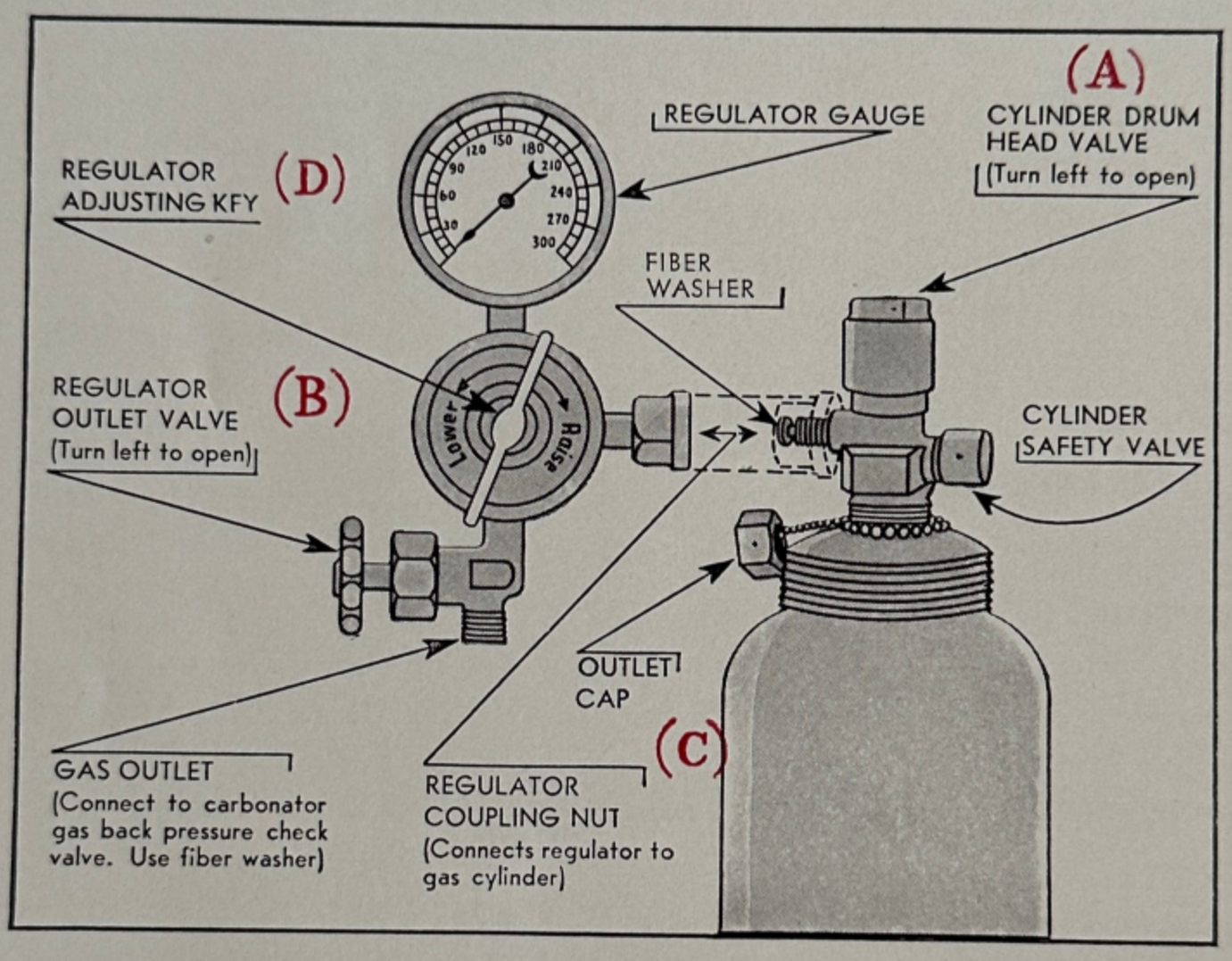
Here, the carbonator is anchored to a cement base. This eliminates vibration and therefore adds to the useful life of the machine. The installation diagrammed above includes a filter and storage jar to treat the water. Water treating removes air and many impurities, makes water easier to carbonate, and thereby greatly improves quality at the draft arm.

THE GAS DRUM—source of carbonation

Drums for carbonic acid gas are made of cast iron and are built to withstand great pressure. As delivered, they contain liquid — gas reduced to liquid form by tremendous compression.

Each one is equipped with a safety valve set to blow out before internal pressure can explode the drum itself. Once this valve "pops off", the contents of a drum will escape. Drums, therefore, should always be stored in a cool place to keep the liquid from expanding and increasing pressure inside the gas drum.

Drums are classified by weight. They come, as a rule, in two sizes: 20-lb. drums and 50-lb. drums. These weights refer to the compressed liquid contents and are in addition to the tare weight usually indicated on the head of each drum.



How to change a gas drum

1. Close drum head valve (A) (clockwise).
2. Close regulator outlet valve (B) (clockwise).
3. Disconnect regulator from drum by removing regulator coupling nut (C). Gauge should drop to "0".
4. If gauge does not drop to "0", turn regulator key (D) clockwise to allow all gas to escape from the body of the regulator through the main connection.
5. Turn regulator key (D) counter-clockwise until it is free and loose and regulator is closed.
6. Put full drum in place of one being replaced. Couple regulator coupling nut (C) to new gas drum, first making certain that there is a good fiber washer at this connection.
7. Open drum head valve (A) all the way, turning it as far as it will go to bring packing up tight against the shoulder of the valve stem.
8. Turn regulator key (D) clockwise slowly until standard operating pressure of 120 pounds is reached, as indicated on the gauge.
9. Open regulator outlet valve (B) slowly and release gas to carbonator. As pressure equalizes, open this valve all the way.

WASHERS: In gas connections and lines under high pressure, use fiber washers only. In lines carrying liquids or subject to relatively low pressures, rubber or leather washers should be used.

Keep gas turned on at all times to insure uniform well-carbonated water.

Test gas drum head valve with every drum change

The valve in the drum head is subject to full and unregulated pressure of gas inside the drum. This valve should be tested on every drum after it is connected. To test:

—Fill cup around valve stem with water or lather. If there is the slightest leak, bubbles will appear.

—To stop or prevent a leak, first make sure the drum head valve is wide open. By turning it as far as it will go, you bring the packing up tight against the shoulder of the valve stem.

—When this does not eliminate the leak, tighten the packing nut at the topmost part of the drum head connection. Use a wrench and turn clockwise.

The regulator gauge

The regulator in the carbonating system is mounted at the outlet of the gas drum. The regulator reduces and controls the pressure of carbonic acid gas before it enters the carbonator. The regulator gauge indicates gas pressure at the regulator outlet valve. (120 pounds is standard.)

Testing regulator gauge

The regulator gauge should be tested every time a gas drum is changed and at least once every 60 to 90 days. Follow this procedure:

1. Close the drum head valve (clockwise).
2. Close the regulator outlet valve (clockwise).
3. Loosen the regulator coupling nut.
4. Turn regulator adjusting key clockwise until gas pressure in regulator is released and the needle on the regulator gauge drops to "0". Turn this adjusting key counter-clockwise until it is loose and free.
5. Tighten regulator coupling nut and open drum head valve slowly. (The regulator outlet valve remains closed.)
6. Check the reading of the needle on the gauge. If it remains at "0", the regulator seat is in good condition.

   If the needle rises but does not register more than 15 pounds pressure, the regulator is working satisfactorily within acceptable limits.

   If the needle creeps to 30 pounds pressure or more, the regulator needs immediate repair.

How to find and stop gas leaks

You can test the carbonation system for gas leaks by applying shaving soap lather with a shaving brush to all joints, connections, and valves. If there is a leak, bubbles will appear.

If gas is escaping at the stem of the drum head valve, open valve all the way. Usually this closes a leak through the packing around valve stem. Also tighten packing nut to keep gas from escaping through packing.

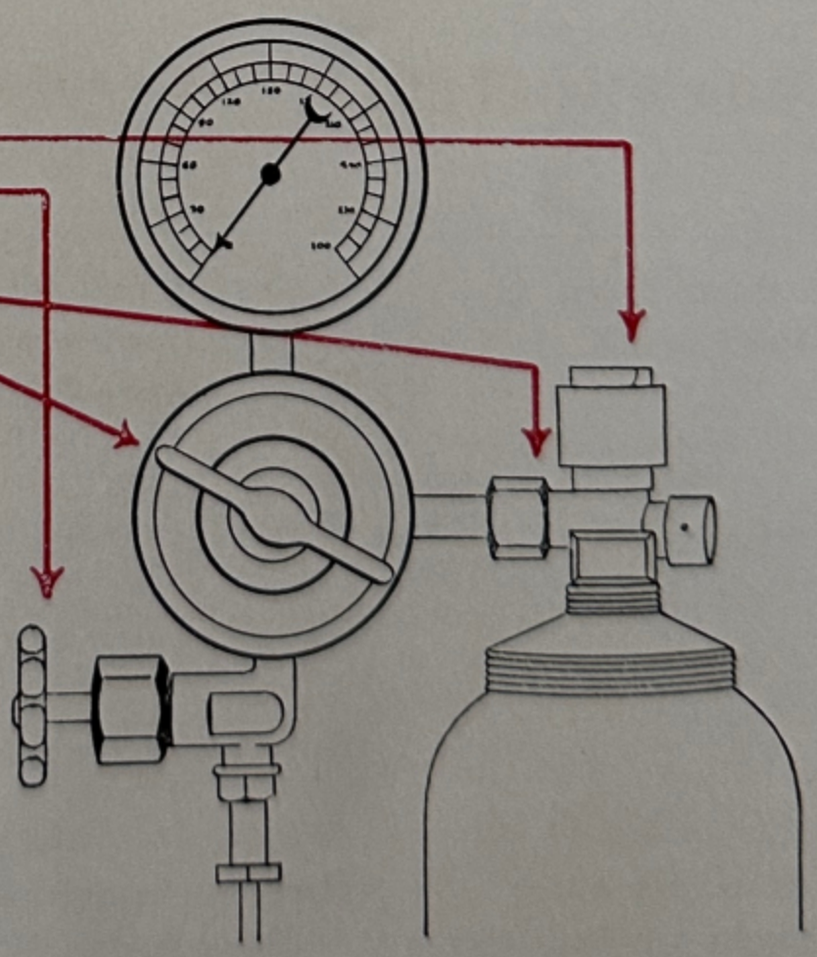
Make sure that the regulator coupling nut and regulator valve coupling are tight and that both contain a good fiber washer.

Make sure that the water back-pressure check valve is functioning properly.

Sometimes it is difficult to detect a leak in the regulator gauge. In checking here apply the lather generously, and watch closely.

If a leak occurs near either end of a hose, cut off the defective end and refasten hose with clamps. Otherwise, replace hose.

Be sure to check the packing at both ends of agitator shaft. If gas is leaking here, turn packing nut up a quarter or a half turn—just enough to stop the leak. Then, rotate drive wheel several turns to make sure that packing nut is not so tight that it binds and overloads motor.



CARBONATOR TROUBLE CHART

***CAUTION:* Avoid Injuries By Always Cutting Off Power Before Working On Carbonator.**

TROUBLE	CAUSE	REMEDY
No carbonated water.	Water supply shut off. Air-bound water pump. Worn pump checks. Clogged water inlet screen.	Re-establish source. Vent pump. Replace. Clean.
Flat carbonated water.	Gas drum empty or low. Gas turned off. Regulator gauge set too low. Gas line closed by smashed washer. Broken agitator shaft. Agitator sprocket or pulleys loose. Water pressure too high.	Connect full drum. Turn on gas. Increase gas pressure. Replace fiber washer. Replace. Tighten. Adjust if possible or install pressure reducer.
Metallic taste.	Block-tin lining damaged. Carbonated water backing up into city water line. Carbonated water line connected by mistake to brass or copper water coils instead of block tin.	Repair lining. Clean water back-pressure check valve, replace washer. Make proper connection.
Carbonated water off taste.	Oil, dirt or grease inside carbonator. Tainted gas.	Clean carbonator. Sniff gas at drum head to determine if drum should be replaced.
Milky carbonated water.	Air in carbonator. Pump sucking air.	Vent carbonator. Adjust pump packing.
Gas flows from draft arms.	Water turned off. Electric motor not cutting on. Water pump failure.	Turn on. Call electrician. Repair pump.
Carbonator fills with water.	Water pressure too high. Gas pressure too low. Gas drum empty.	Adjust if possible, or install pressure reducer. Set regulator key to deliver proper gas pressure. Replace.
Carbonated water backs up into city water line.	Dirty or worn back-pressure check valve.	Clean or replace valve seats.

CARBONATOR TROUBLE CHART—Cont'd

TROUBLE	CAUSE	REMEDY
Carbonator fails to cut on or off automatically.	Balancing rod pivot screw frozen.	Free and oil pivot screw.
	Balancing bucket hoses twisted.	Straighten hoses by lining up seams.
	Switch blade pivot frozen.	Free and oil pivot screw. Clean blade contact.
	No contact.	Clean corrosion from knife and fork contacts of switch with fine sandpaper or emery cloth.
	Clogged hose.	Uncouple and blow through hose.
	Trip rod out of adjustment.	Check adjusting nuts on trip rod for "on" and "off" switch control.
Excessive pumping.	Closed water supply valve.	Open valve.
	Water supply (building or city) shut off.	Re-establish source.
	Automatic switch out of order.	Check switch or call electrician.
	Interference with operation of balancing bucket.	Remove interference.
	Balancing rod out of adjustment.	Readjust.
	Weight too far out on arm of balancing rod.	Adjust position of weight.
	Water inlet screen clogged.	Remove and clean screen.
	Pump inlet or check valve out of order.	Call serviceman.
	Swollen washers in hose couplings obstruct flow of water.	Replace washers.
	Hose to balancing bucket twisted.	Straighten hose by lining up seams.
Carbonator pounds when running.	Air in pump.	Vent pump.
	Water inlet screen plugged.	Remove and clean.
	Scale in pipe.	Remove scale.
	Undetermined.	Try installing a short length of hose in water line to carbonator—this will cushion and absorb shock of water hammer.

***SAFETY FIRST!** Prevent Accidents . . . Always*
Turn Off Power Before Working on Carbonator.

OPERATION
–Glassware

The Coca-Cola Glass is a Standard Fountain Package which Builds Business

The standard glass for Coca-Cola is a familiar "package" which people know and recognize. When you use the standard glass, you are selling Coca-Cola the way it has been and is being promoted by one of the largest, continuing advertising campaigns in America.

The widespread use of the glass gives Coca-Cola uniform identity in the minds of millions ... standardizes service and protects profit for fountain owners everywhere.

Both "heat-treated" and regular glasses may be purchased from your wholesaler of Coca-Cola Syrup.

Customers Prefer Coca-Cola Served In the Standard Glass

Here's Why

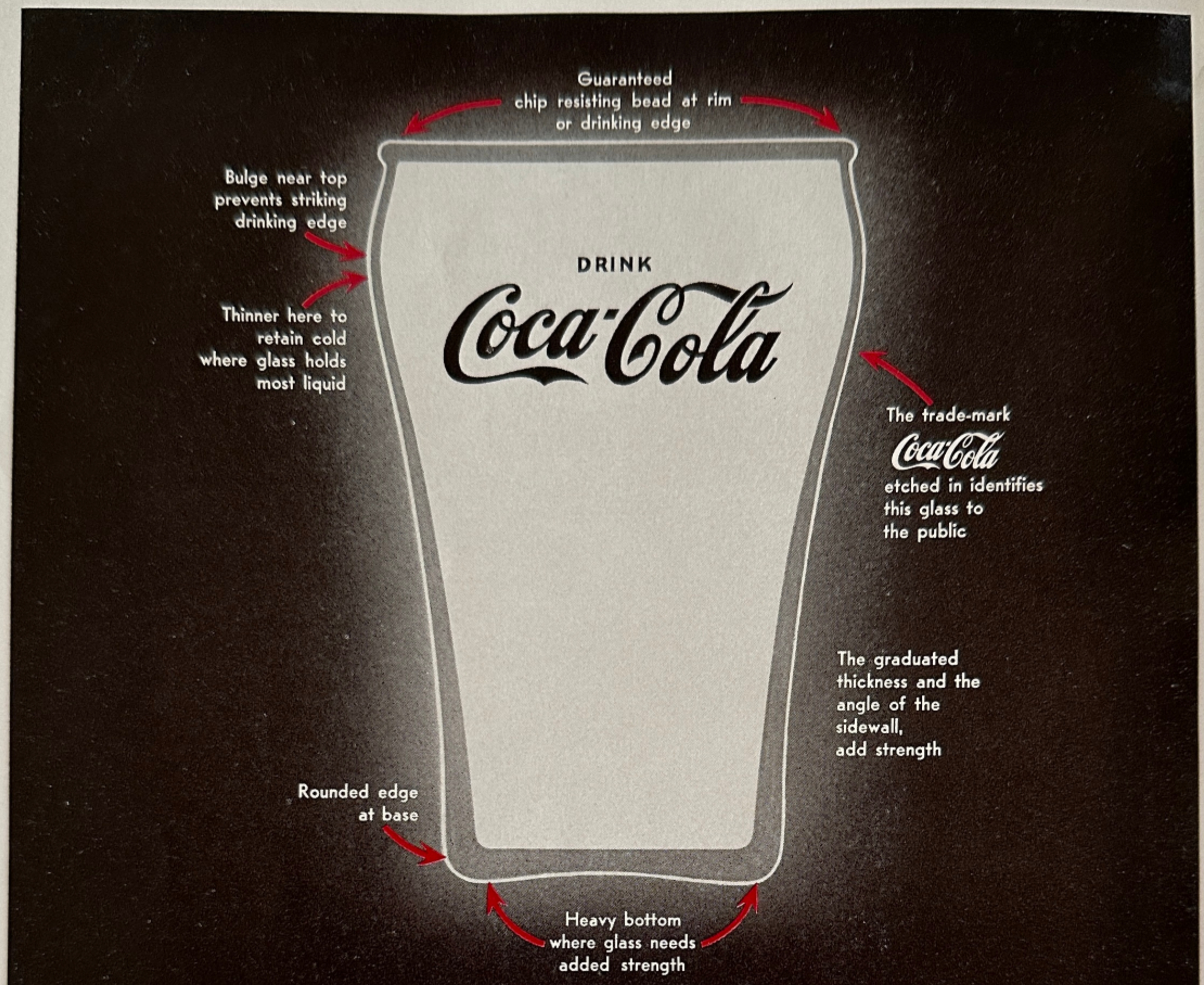
1. The thin-blown glass creates a sense of refreshing coldness to the touch . . . actually *is* colder and stays colder longer because there is only a relatively small amount of glass to steal refrigeration.

2. The pleasing shape of the standard Coca-Cola glass fits the natural contour of the hand. It offers convenience as well as refreshment . . . carries immediate identification of the product.

3. The thin-blown glass provides greater enjoyment and satisfaction than any other type of container. Authorities and experience agree that all live, sparkling beverages are at the peak of their taste and flavor when served properly in thin glasses.

4. The hard, high polish of the Coca-Cola glass has eye-appeal—sparkling cleanliness which people enjoy at home and look for away from home.

More people drink Coca-Cola at fountains out of the Coca-Cola glass than out of any other kind.



Construction Features

1. The bulge just below the rim acts as a bumper . . . protects the rim . . . and provides a minimum surface for contact with other objects.

2. The side walls are thinner at the bulge—to retain cold where the bulk of the liquid is held.

3. The edge at the base is rounded to protect the bottom from chipping and cracking.

4. Extra thickness at the base gives added strength where needed.

5. The graduated thickness and angle of the sidewall combine durability with attractive design.

6. The trade-mark "Coca-Cola", etched in the glass, identifies the famous beverage for the buying public.

7. The glass is double-annealed—to protect it against extreme changes in temperature.

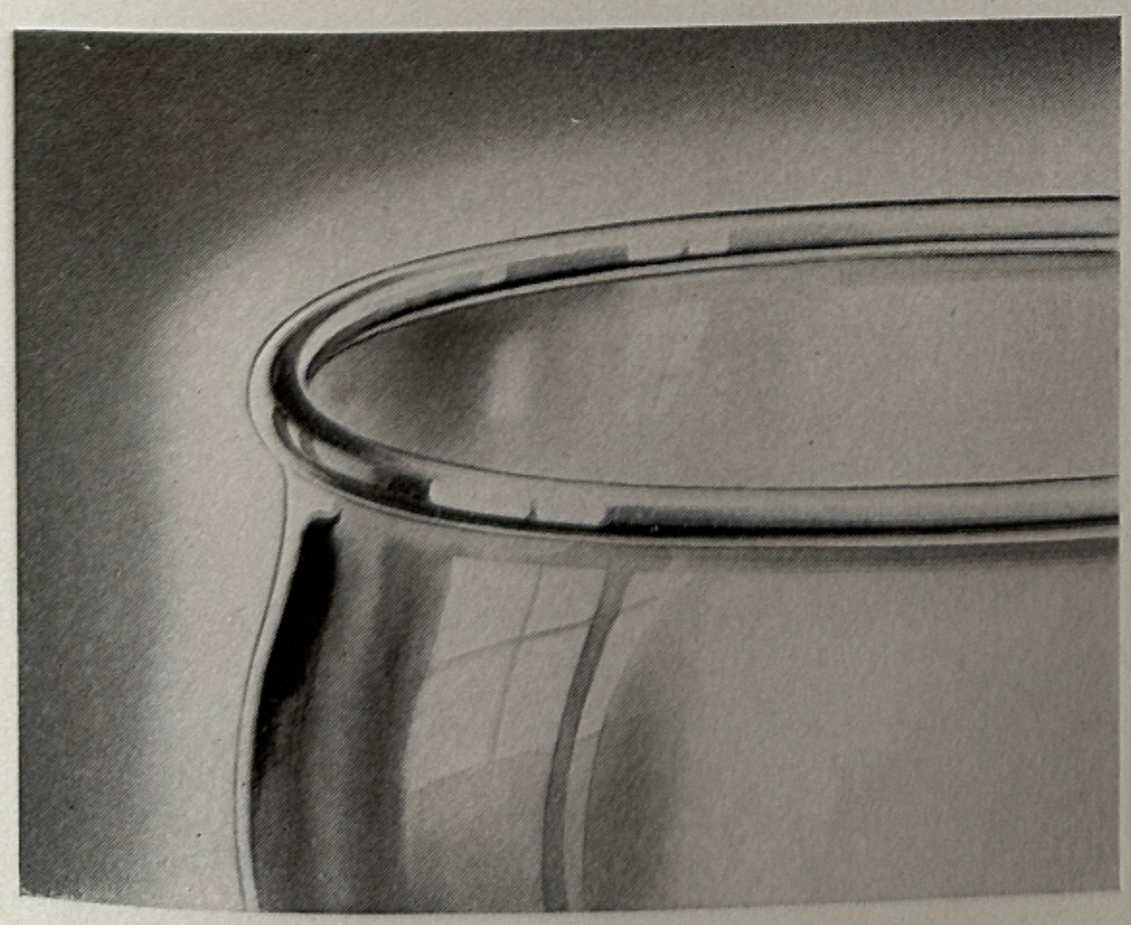
8. The rim or bead is guaranteed* to resist chipping or cracking.

* If any Coca-Cola glass becomes chipped on the rim from any cause, it will be replaced free or the purchase price will be refunded on its return by the dealer who purchased it originally. Because all glassware is fragile, the guarantee does not cover breakage.

Construction of the Coca-Cola glass adds the economy of long life to all other advantages.

THEY'RE TOUGH. Heat treating provides armor against rough handling.

THEY'RE RUGGED. Cold one second . . . steaming hot the next. They can "take it".



THEY'RE SMOOTH. Safedge resists chipping. If the rim chips, you get a new glass free.

New *heat-treated* Coca-Cola glass reduces breakage 65% to 80%

The "heat-treating" process of manufacturing glassware was developed for the hard usage of Army and Navy mess halls. The new "heat-treated" Coca-Cola glass, made by this process, reduces breakage 65% to 80% . . . lasts 3 to 5 times longer than the regular glass.

It is thin-blown and sparkling, but it's super-strong. The special *heat-treating* process gives it great strength. It resists rough handling with ease. It is able to stand the shock of temperature changes from ice-cold to hot washing water.

Longer life in glasses means money in your pocket

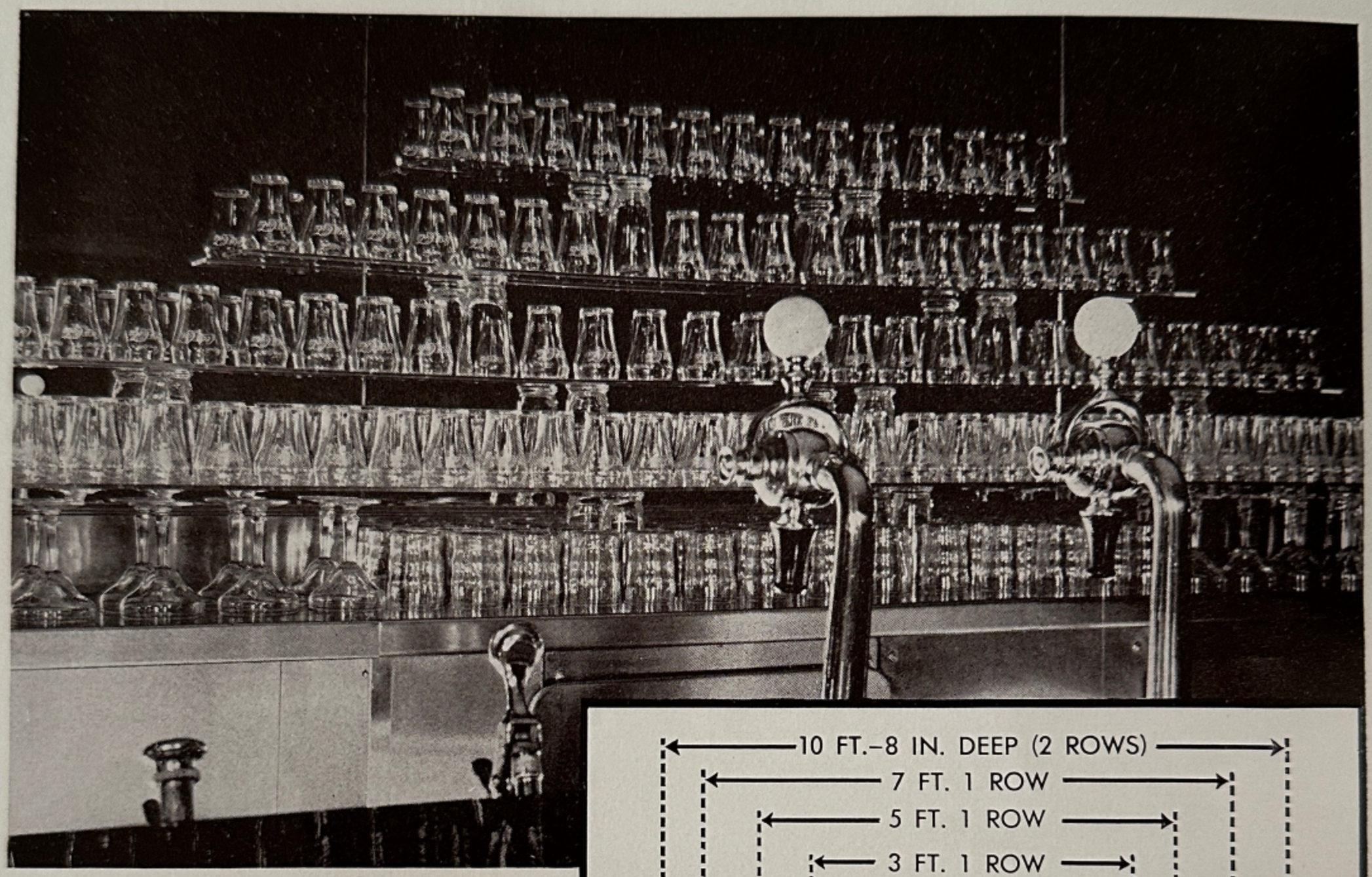
You can easily figure how much a reduction of 65% to 80% in breakage means to you in increased income. Suppose, for example, that the *heat-treated* glass lasts only 3 times longer than the regular glass at your fountain. This means that one dozen of the *heat-treated* glasses gives you the service of 3 dozen regular glasses.

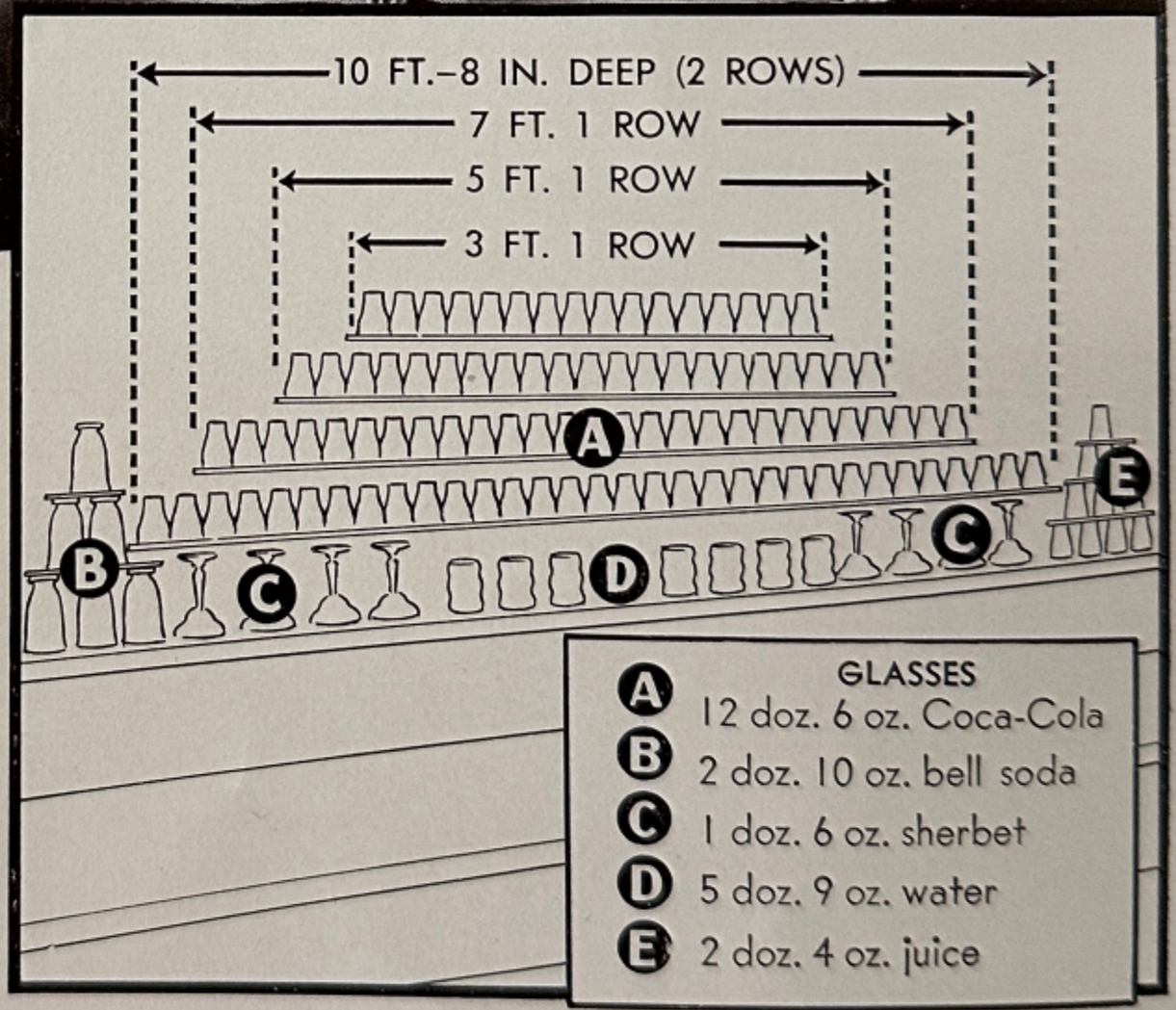
Divide the cost of *heat-treated* glasses by 3, and compare this figure with what you pay for the regular glasses. You will find the saving is approximately 50%—a clear gain in money for you.

HEAT-TREATED GLASSES

- --Last 3 to 5 times longer
- --Resist rough handling
- --Stand the shock of extreme temperature changes
- --Are guaranteed against rim chipping

Sparkling Glassware Displays are a Command to Pause and Be Refreshed





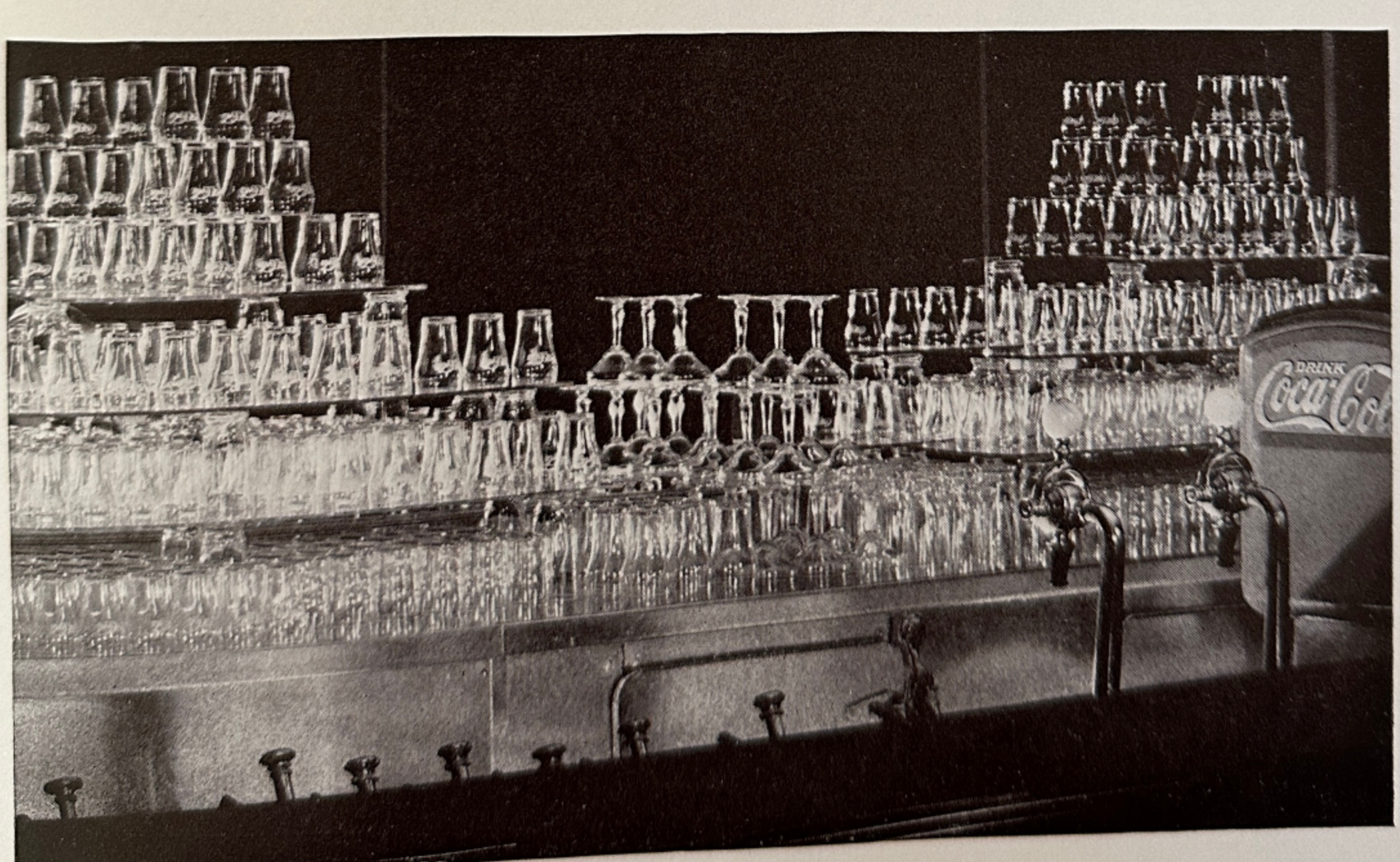
They attract customers . . . increase sales . . . and build profits for you

Sparkling, inviting displays of gleaming glasses are easy to make. They pay off quickly in eye-appeal and in sales-making attention.

Build them up in layers, like the illustrations here. For shelves, use strips or sheets of glass, and support them by tall tumblers. In this way, you can reach and use glasses, sherbets and small tumblers on each row; and you can remove units without marring the appearance of the display.

Study the diagram. It will be a great help to you if you want to duplicate the display shown here. Or you may want to design your own displays. Make similar diagrams of your own designs before you start to build displays. The possibilities for attractive displays are limited only by your own ingenuity and imagination.

Here are two displays which are similar in appearance. In one, however, sherbets are used as a center piece between the two pyramids of Coca-Cola glasses. In the other, an advertising display occupies the center spot.



MERCHANDISING—
4-Point Promotion Plan

It pays to push your fountain

The soda fountain appeals to everybody, all hours of the day, every day in the year . . .

It brings in more people than any other department and results in secondary sales of items in all other departments . . .

It operates on a low merchandise inventory with rapid turnover . . .

It requires no clearance sales, no cut prices, and no loss leader . . .

And its most popular item is the outstanding profit leader in the entire store—Coca-Cola.

Based on more than a half century of experience, the famous 4-point plan of promotion developed by The Coca-Cola Company and outlined below sells your soda fountain as a pleasant part of your community's life. It ties up your store with one of the largest, continuing advertising campaigns in America.

Follow this 4-point plan to advertise your fountain

1. On the BACKBAR

—To sell the profit leader to customers who have come to the fountain . . . and thereby to establish your fountain as the place to come for Coca-Cola.

2. INSIDE the store

—Elsewhere than on the backbar, to sell customers at other departments the pleasant idea of pausing for refreshment at your soda fountain.

3. OUTSIDE the store

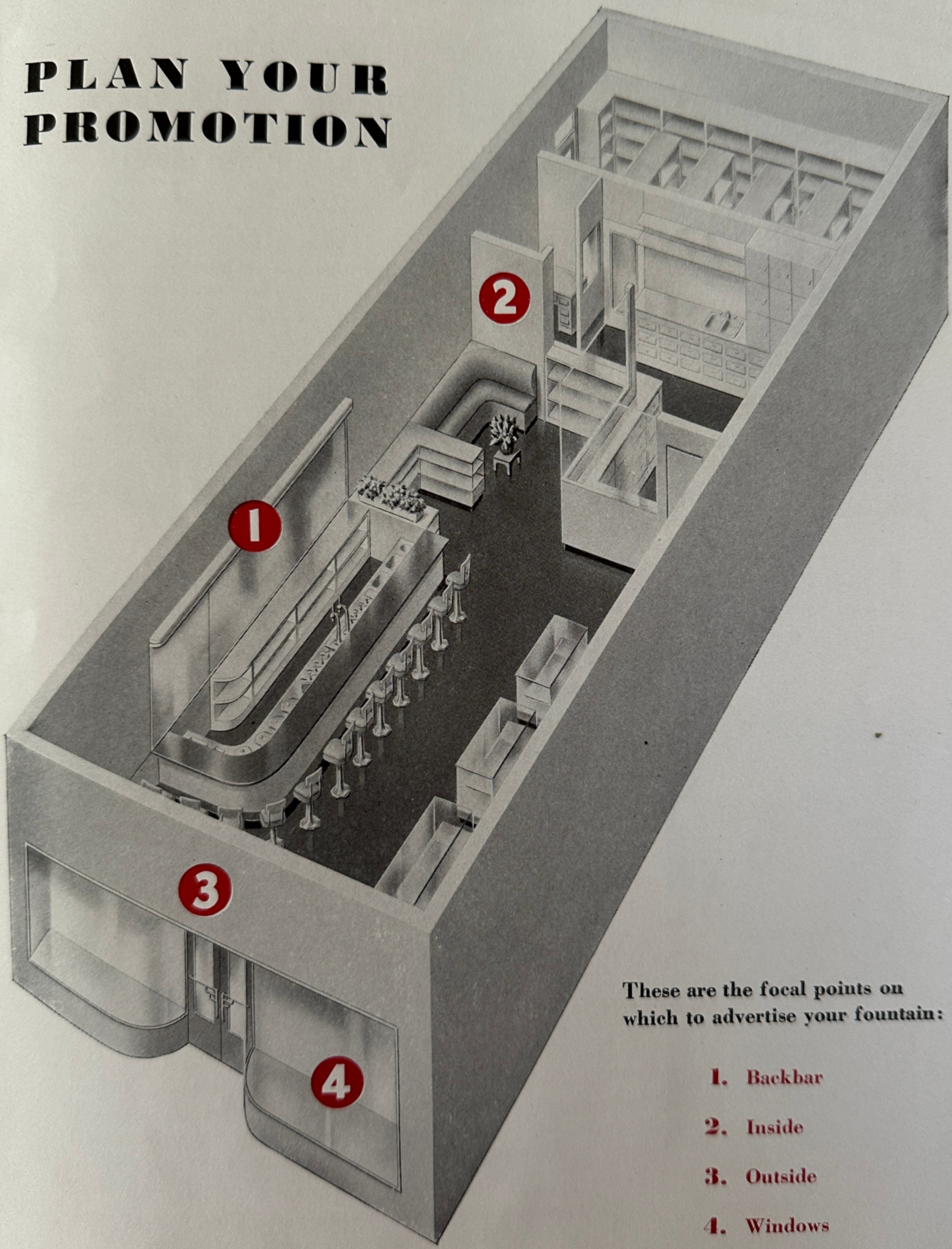
—With high-visibility signs, to tell passing traffic of all kinds that refreshment awaits inside.

4. On the WINDOWS

—To give a final, last-minute, close-up invitation to passers-by to come in for popular merchandise and also for a visit to your friendly fountain.

By following this plan, you can make all Coca-Cola advertising your advertising.

PLAN YOUR PROMOTION



These are the focal points on which to advertise your fountain:

1. **Backbar**
2. **Inside**
3. **Outside**
4. **Windows**

MERCHANDISING
–Suggestions

These Merchandising Suggestions will Help Increase Your Sales

Feature only fountain items at the fountain

Display and advertise at the fountain only fountain products. Your fountain represents a substantial investment. The substantial return which you can and ought to get from that investment can come only from merchandising profitable fountain items.

Use backbar as the fountain showcase

The backbar is the showcase of the soda fountain. Use the backbar to display fountain items and to present the sparkling appeal of gleaming glassware. A backbar with a display of glassware gives the entire fountain an atmosphere of cleanliness and wholesomeness. (You will find suggestions on the use of glasses in displays on pages 32 and 33 of this book.)

List Coca-Cola on your menu

You can add variety to your menus and profit to your bank account by featuring Coca-Cola with food and at meals. Coke is a natural partner of good things to eat. By serving it with meals, with luncheon specials, or in combination with sandwiches, you build customers for Coca-Cola at in-between hours. You *speed service* and *save work* at the fountain (one glass to wash instead of several articles). And you can make your most profitable fountain item contribute to the profit on a meal or on a combination check. Take advantage of this extra profit opportunity.

List Coca-Cola on your menu. Use the food promotion pieces supplied by The Coca-Cola Company.

Use special promotions to "sell" the fountain

Promote your fountain by sampling and advertising. The Coca-Cola Company furnishes sampling tickets free to help you build volume quickly with your new Dispenser. The Company also furnishes newspaper mats free. Consult the Coca-Cola salesman for full details.

Advertise the fountain to your community

Tell the people of your community or your neighborhood about your fountain. Feature your fountain with advertisements in newspapers, in school and college papers, in programs for special events in your town. Use material available to you, such as window displays, window strips, and store displays. Advertise the fountain *outside* and at other traffic spots *inside* your store.

NOT THIS . . . Customers Are Repelled

An obstructed counter with cluttered backbar holds no promise of good things to eat and drink. In fact, it seems to warn the prospective customer: "This is not the place to stop for refreshment!"

BUT THIS . . . Eye-Appeal Creates Sales!

A clean unobstructed counter with shining backbar, sparkling mirror and glassware is a constant invitation to customers to pause and be refreshed.

The Soda Fountain is Your Most Profitable Department ... Coca-Cola is Your Most Profitable Item

Here is an impressive, factual table that shows how Coca-Cola leads in store traffic, in dollar volume of sales, in profit, and in secondary sales. Check the figures on your present volume. Then see how many more people you can bring in and how much more you can make if you increased your sales of Coca-Cola by 1 gallon a week . . . 5 gallons . . . 10 gallons.

WHAT A YEAR'S SALES OF COCA-COLA MEAN TO YOU

Gallons Per Week	Customers per year	Annual Sales Volume	Total Investment	Annual Spread between Sales and Cost of Merchandise	Your Gross Profit (Spread divided by Sales)	Yearly Number of Secondary Sales
		$	$	$	%	
1 Gal.	5,980	$299.00	$1.85	$202.80	67.8%	1,196
2 Gals.	11,960	$598.00	$3.70	$405.60	67.8%	2,392
3 Gals.	17,940	$897.00	$5.55	$608.40	67.8%	3,588
4 Gals.	23,920	$1,196.00	$7.20	$821.60	68.7%	4,784
5 Gals.	29,900	$1,495.00	$9.00	$1,027.00	68.7%	5,980
6 Gals.	35,880	$1,794.00	$10.80	$1,232.40	68.7%	7,176
7 Gals.	41,860	$2,093.00	$12.60	$1,437.80	68.7%	8,372
8 Gals.	47,840	$2,392.00	$14.00	$1,664.00	69.6%	9,568
9 Gals.	53,820	$2,691.00	$15.75	$1,872.00	69.6%	10,764
10 Gals.	59,800	$2,990.00	$17.50	$2,080.00	69.6%	11,960
11 Gals.	65,780	$3,289.00	$19.25	$2,288.00	69.6%	13,156
12 Gals.	71,760	$3,588.00	$21.00	$2,496.00	69.6%	14,352
13 Gals.	77,740	$3,887.00	$22.75	$2,704.00	69.6%	15,548
14 Gals.	83,720	$4,186.00	$24.50	$2,912.00	69.6%	16,744
16 Gals.	95,680	$4,784.00	$28.00	$3,328.00	69.6%	19,136
18 Gals.	107,640	$5,382.00	$31.50	$3,744.00	69.6%	21,528
20 Gals.	119,600	$5,980.00	$34.00	$4,212.00	70.4%	23,920
24 Gals.	143,520	$7,176.00	$40.80	$5,054.40	70.4%	28,704
28 Gals.	167,440	$8,372.00	$47.60	$5,896.80	70.4%	33,488
32 Gals.	191,360	$9,568.00	$54.40	$6,739.20	70.4%	38,272
36 Gals.	215,280	$10,764.00	$61.20	$7,581.60	70.4%	43,056
40 Gals.	239,200	$11,960.00	$68.00	$8,424.00	70.4%	47,840
50 Gals.	299,000	$14,950.00	$85.00	$10,530.00	70.4%	59,800

In the above table—The figures are based on 115 drinks to the gallon at customary selling price of 5 cents. Cost of syrup is based on the usual wholesale prices of $1.85 in 1-gallon lots, $1.80 in 4-gallon lots, $1.75 in 8-gallon lots, and $1.70 in 20-gallon lots.

Note the tremendous sales volume you get on each dollar invested in Coca-Cola Syrup. In a year, on only one gallon a week, you take in $161.00 for every $1.00 of inventory. As your gallonage goes up, your sales per dollar of investment increase, too.

Turnover is impressive, also. You can turn your investment in Coca-Cola at least 52 times a year. Compare this with the drug store average of 2.5 stock turns annually.

The DeLuxe Dispenser for Coca-Cola is a *Profit Meter* for the Soda Fountain

The DeLuxe Dispenser for Coca-Cola serves 115 drinks to the gallon—every gallon. This means: full $5.75 in sales, a full $4.00 spread*, and full gross profit on every gallon of Coca-Cola Syrup you sell.

Owners know from happy experience that—

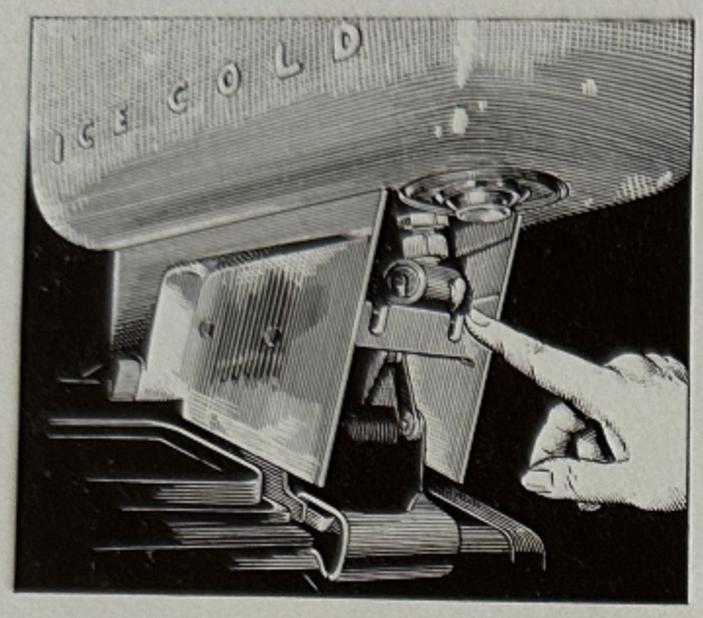
1. The Dispenser brings in full, uniform profit.
2. It increases gallonage because people favor a fountain with a Dispenser.
3. It speeds service—a complete drink in 5 seconds.
4. It cuts maintenance time 75%—a great boon at a busy fountain.
5. A Dispenser pays for itself in more drinks per gallon and increased gallons. As a matter of fact, a fountain without a Dispenser is paying for it without enjoying its benefits.
6. It has the merchandising appeal of sales-making, on-the-counter display.
7. It is nationally advertised. A Dispenser at your soda fountain makes all Coca-Cola advertising *your advertising*.

Customers know from happy experience, too, that—

1. A Dispenser for Coca-Cola serves a drink with the right amount of syrup.
2. It serves a fully carbonated drink.
3. It serves a properly mixed drink.
4. It serves Coca-Cola properly refrigerated—always below 40°.
5. It serves refreshing Coca-Cola fast—a complete drink in five seconds.

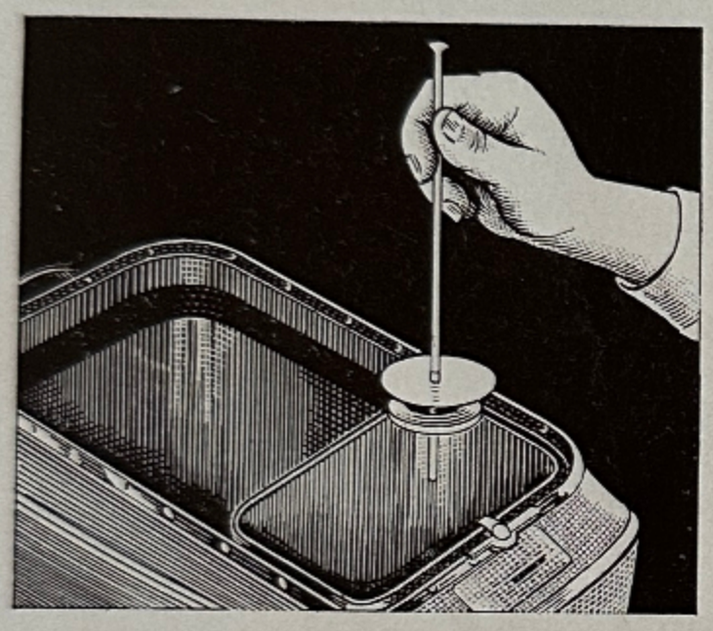
*Based on purchases at the customary price in 8-gallon units.

30 Minutes Once a Week
Insures a Clean, Profitable Operation



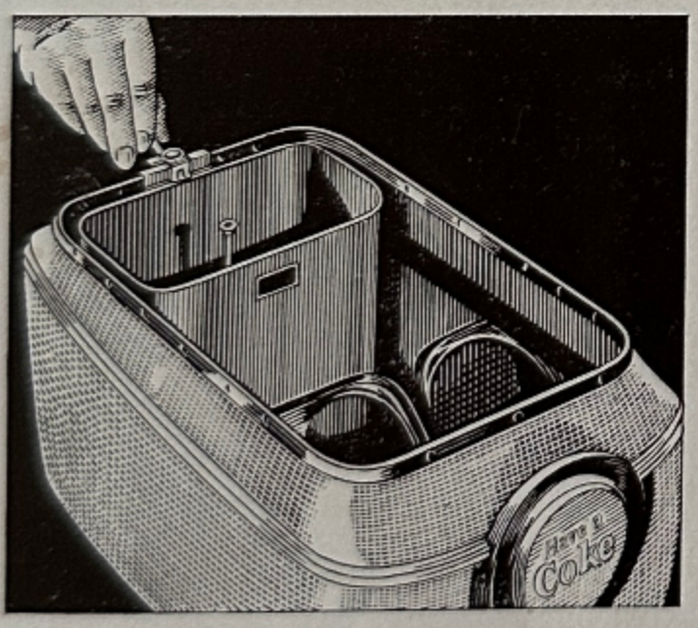
1. Remove drip-plate assembly by loosening knurled nut on face of assembly.

2. Shut off carbonated water supply by closing carbonated water cut-off valve (located at point where carbonated water enters the Dispenser).



3. Drain syrup. Remove cover of Dispenser and lid of syrup tank. Place an adequate glass container under nozzle. Lift and remove air vent tube (see cut), and let syrup drain.

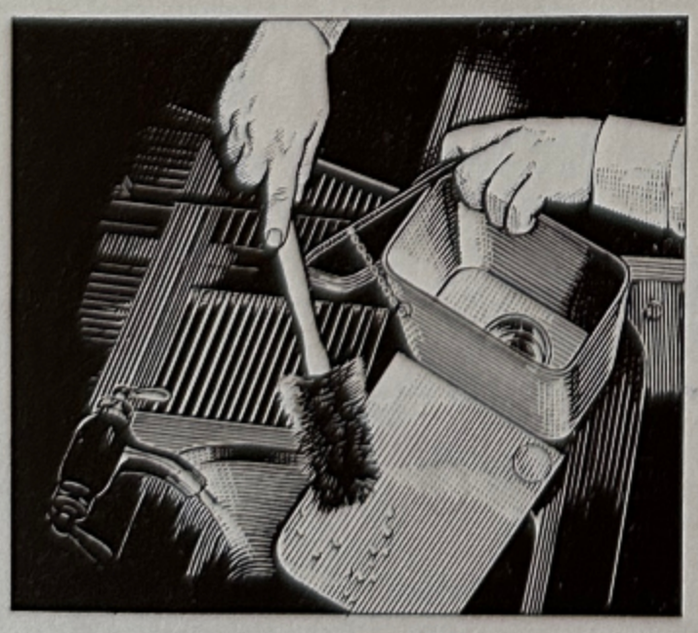
4. While syrup is draining, remove ice from ice compartment.



5. Remove inner assembly. Unfasten syrup tank latch (see cut). Place one hand under outlet nozzle and push upward. At the same time, grasp wall of syrup tank with other hand, and lift.

6. Remove and clean plastic nozzle.

7. Clean outlet drains with long-handled brush.



8. Thoroughly clean inner assembly with warm running water and a brush (see cut).

9. Clean ice compartment with warm soapy water and a brush.

10. Flush entire inner assembly until clear.

11. Replace cover of Dispenser and momentarily turn on carbonated water supply to flush inlet valve.

12. Cut off carbonated water. Remove cover. Reassemble unit.

13. Fill syrup tank.

14. Fill ice compartment with cracked ice (egg size).

15. Turn on carbonated water supply.

16. Replace drip-plate assembly.

17. Replace Dispenser cover.

Operating Requirements of the New DeLuxe Dispenser for Coca-Cola

To operate properly, the new DeLuxe Dispenser requires: (1) a sufficient flow of syrup, (2) an adequate supply of cold carbonated water under proper pressure, and (3) refrigeration to dispense drinks at 40° or below.

If you draw a drink with insufficient or no syrup . . . if you draw a drink with no carbonated water or with an extremely slow flow . . . if you draw a drink which is not ice-cold (below 40°)—check as follows:

1. SYRUP

a. Make sure that CO_2 gas pressure is correct. Correct pressure dispenses a drink in exactly 5 seconds. Pressure which dispenses a drink in less than 5 seconds results in an insufficient syrup throw. Pressure below 60 pounds results in no flow of either carbonated water or syrup. The Dispenser is designed to operate on 120 pounds pressure at the valve entrance (except where special low-pressure inner assembly has been installed).

b. Make sure that there is syrup in the tank.

c. Make sure that the syrup tank has not been filled above the top of the air vent tube.

d. Make sure that the air vent tube is clean and unobstructed.

2. CARBONATED WATER

a. Make sure that carbonated water cut-off valve is open.

b. Make sure carbonator is operating properly. If not, refer to pages 26 and 27 of this book.

c. Make sure that gas is at operating pressure—to dispense a drink in 5 seconds. If it is not, refer to pages 24 and 25.

d. Make sure that screen or filter, located at bottom of cold plate below hexagon nut, is clean and unobstructed.

e. Make sure inner assembly is locked in correct position. If it is not, the self-sealing carbonated water inlet may leak. Replace seal ring washer when and if necessary.

3. REFRIGERATION

a. Make sure that ice compartment is filled with cracked ice (egg size).

b. Make sure that water drain is clean and unobstructed.

c. Make sure that the supply of carbonated water from the soda fountain is properly chilled. Check temperature of carbonated water at a draft arm. If water is not cold enough, refer to page 20.

* * * * * *

Note the name, address and telephone number of your local service company below, and call them if you are unable to correct any of the situations listed above.

(Name) _____ (Address) _____ (Phone) _____

DISPENSERS—
The Junior & Small

Protect Your Investment by Following these Simple Cleaning Instructions

Clean outlet nozzle daily

1. Turn nozzle to left and remove as shown in Fig. 1. Use only finger pressure.
2. Pull handle, draw drink, and hold handle in open position, permitting carbonated water to run.
3. Insert short-handled cleaning brush inside outlet and brush with a circular motion.
4. Running water throughout this cleaning operation flushes and cleans nozzle.

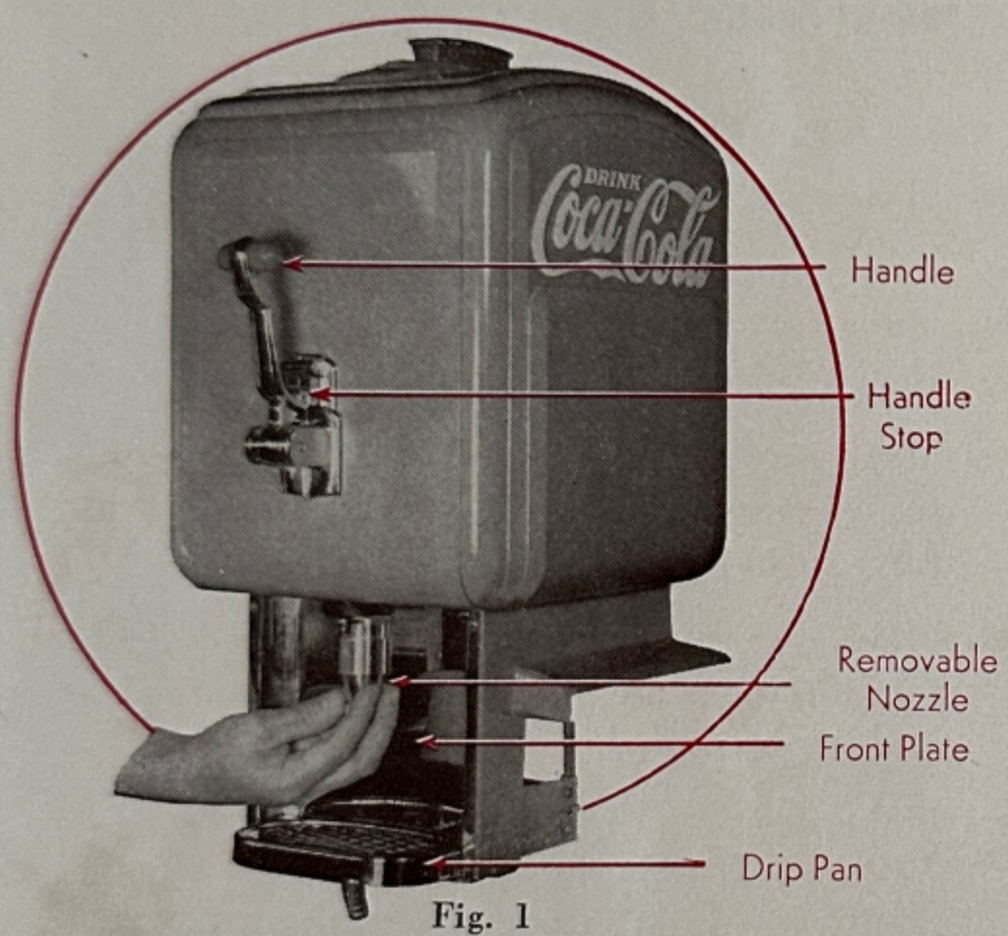


Fig. 1

To drain syrup

1. Place a clean glass container under nozzle.
2. Pull handle forward until handle stop just clears.
3. Turn handle stop up. Then push handle back toward Dispenser body, and syrup will drain.
4. When all syrup has been drained, rinse out syrup tank with *cold* water, keeping handle in draining position.
5. Pull handle forward and return handle stop to original position.

Clean syrup tank weekly

1. Mix one box of baking soda with one gallon of tap water. Fill syrup tank with this soda solution. Allow soda solution to remain in tank at least five minutes.
2. Drain soda solution from tank the same way you drain syrup. Save this soda solution for cleaning cooler compartment. Rinse tank with cold water until all trace of soda solution is gone. Dry thoroughly, using clean lintless cloth.

Clean cooler compartment weekly

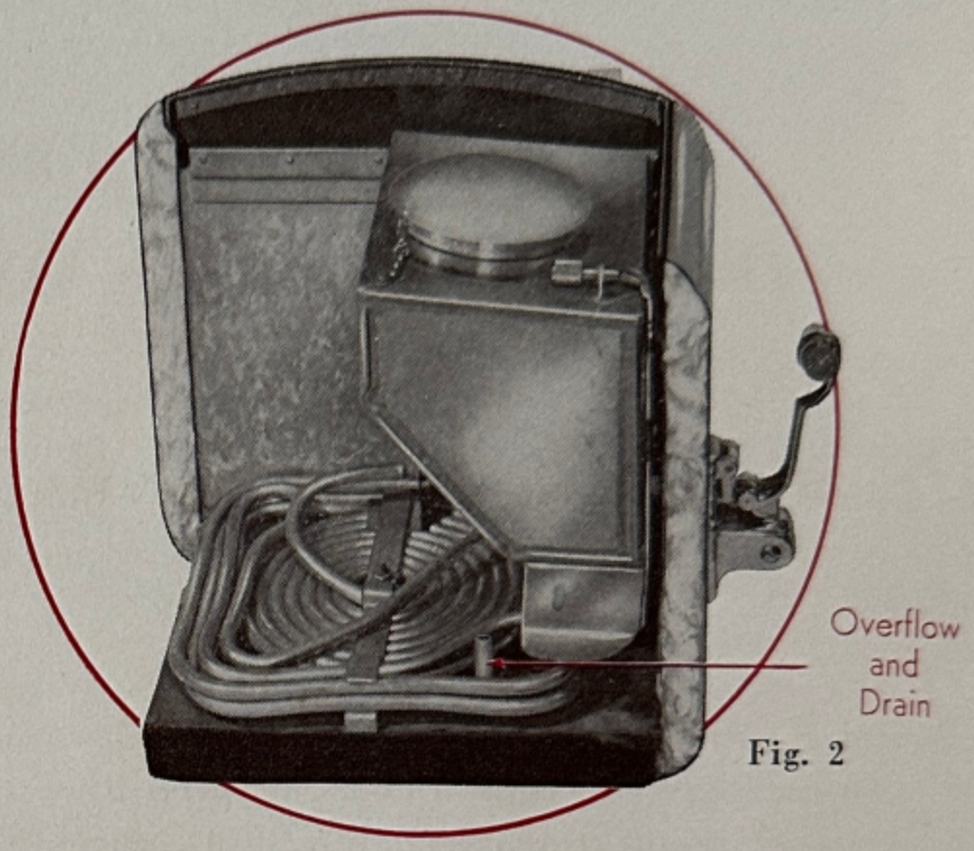
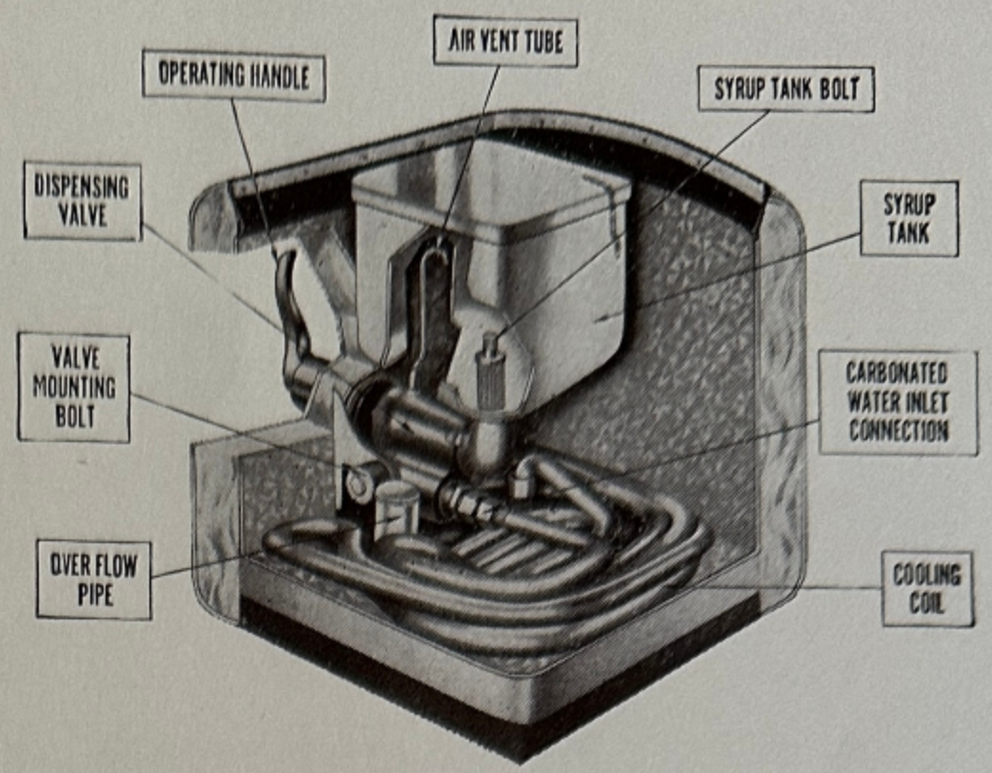


Fig. 2

1. Remove ice and overflow pipe and drain ice water bath. (Fig. 2)
2. Insert long-handled cleaning brush through drain and work it up and down through full length of rubber drain hose several times.
3. Using a brush, scrub coil assembly and inner lining of Dispenser.
4. Lower syrup tank and brush behind tank and valve.
5. Flush out thoroughly with fountain hose at sufficient water pressure to remove any loose particles.
6. Replace overflow pipe. Refill cooler compartment with soda solution from syrup tank. Let stand for five minutes.
7. Remove overflow pipe. Let soda solution drain.
8. Flush thoroughly with fountain hose.
9. Replace drain pipe and syrup tank. Fill with ice (egg size). Add one quart of water for water bath. Refill syrup tank.
10. Remove front plate and clean. Clean drip pan.
11. Wash outside body with mild soap.
12. Wax and polish outside body.

Small Model

Directions on Page 42 apply to Junior Model. On the Small Model, the nozzle and the cooler compartment are cleaned in the same way. The syrup tank in the Small Model cannot be drained. So, clean it when empty. Unscrew knurled syrup tank bolt at syrup outlet and remove tank to clean.



Practical Operating Pointers

1. Insufficient or no syrup in drink:

a. Be certain to pull handle all the way to get complete syrup throw.

b. In drawing a number of drinks in rapid succession, be certain to allow handle to remain in upright position for two or three seconds between drinks. This lets the dispensing valve fill completely.

c. Check syrup tank to make sure it contains a supply of syrup.

d. Check air vent tube attached to valve. If this tube is obstructed, no syrup or insufficient syrup will flow from valve. Clean tube. Check water bath in cooler compartment to make certain level is not above air vent tube.

e. Check syrup strainer located in syrup tank to make sure it is not obstructed.

f. If instructions for cleaning dispensing valve and outlet nozzle are not followed on regular schedule, outlet nozzle becomes obstructed. This interferes with proper syrup flow.

2. No carbonated water or extremely slow flow:

a. Check carbonating equipment to make sure it is operating properly. Check accuracy of regulator and gauge. (See Pages 24, 25, 26, 27). If the gauge creeps or leaks, have it repaired.

3. Excessive foaming as drink is drawn from outlet nozzle:

a. Check cooler compartment of Dispenser to make sure it is properly iced (warm carbonated water may cause foaming with the Junior or Small Models).

b. Check regulator gauge pressure. Be sure gauge is accurate. If gauge creeps or leaks, have it repaired.

c. Vent carbonator. (To locate air vent, consult manufacturer's instructions.)

d. Draw a drink from Dispenser and hold handle in open position. Allow carbonated water to flow until coils and systems are completely purged.

e. If Dispenser is connected to mechanically refrigerated fountain cooler box, check fountain cooler box to determine if ice formation is too large (see Page 20). To secure proper refrigeration in such a case, adjust sylphon valve. Be careful to follow manufacturer's instructions in making this adjustment.

4. Water drippage below handle:

a. Drippage in front of vent below handle indicates obstructed drain. Water level in cooler compartment is above overflow pipe. Remove overflow pipe. Clean drain hose.

For more than half a century, the steadily increasing demand for Coca-Cola has meant a growing business for soda fountain operators. Today, millions of people of all ages everywhere pause to make Coke a refreshing part of their everyday life.

Month after month and year after year, continuous advertising builds a new and even greater demand for "the best known product in the world." The share you get of this ever-growing business depends not only on Coca-Cola advertising but also on the policies that you follow in your store.

. . . If you select and train personnel carefully and with an understanding of the importance of salesmanship in your store,

. . . If the operation and maintenance of your fountain are based on the realization that nothing is as important as *quality* in building sales and in creating customers who keep coming back,

. . . And if you employ skillful merchandising to make all Coca-Cola advertising and promotion work for your fountain and your store,

—your volume on your most profitable item will grow and grow. And you will get an ever-increasing share of the store traffic, the profits, and the secondary sales which Coca-Cola brings to retail merchants everywhere.

Fountain Sales Department The Coca-Cola Company

Your Profit Leader Year After Year

Ask for it either way . . . both trade-marks mean the same thing.